

VIDYA SAGAR KARRI

Digital Marketing Specialist

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SUMMARY

Digital Marketing Specialist with 3+ years of experience helping teams plan, run, and improve digital marketing campaigns across SEO, paid media, email, social media, and web. I started my career with a strong focus on SEO and search performance, and over time my work expanded into paid campaigns, CRM, email marketing, audience targeting, landing pages, and campaign reporting. In my day to day work, I focus on understanding the goal behind a campaign, reaching the right audience, tracking how people respond, and making improvements based on what the data is showing. I've worked with cross functional teams in agency, higher education, and healthcare environments, and I enjoy connecting the different parts of digital marketing so that campaigns are not only launched well, but also measured, optimized, and tied back to real business goals.

TECHNICAL SKILLS

Marketing & Strategy: Marketing Strategy, Campaign Planning & Management, Demand Generation, Lead Generation, Customer Acquisition, Customer Journey Mapping, Lifecycle Marketing, Omnichannel Marketing, Brand & Content Strategy, Market Research

Paid Media & Performance Marketing: Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, TikTok Ads, PPC, SEM, Paid Social, Audience Targeting, Retargeting, Budget & Bid Optimization, Landing Page Optimization, CRO, A/B Testing, Conversion Tracking

SEO & Search Optimization: SEO, Technical SEO, Local SEO, On Page SEO, Keyword Research, Competitor Analysis, SEMrush, Ahrefs, Screaming Frog, Google Search Console, AEO/GEO

Marketing Technology, CRM & Email: Salesforce CRM, Salesforce Marketing Cloud, HubSpot CRM/CMS, Mailchimp, Marketing Automation, Workflow Automation, Lead Management, Audience Segmentation, Nurture Journeys, WordPress, Google Tag Manager (GTM)

Analytics & Reporting: GA4, Looker Studio, Power BI, UTM Tracking, Attribution, KPI Reporting, Campaign Performance Analysis, Executive Dashboards, Data Visualization, SQL, Python, Advanced Excel

Content, Social & AI: Social Media Strategy, Content Calendars, Instagram, Facebook, LinkedIn, YouTube, Pinterest, TikTok, Canva, Hootsuite, Buffer, ChatGPT, Claude, Gemini, Microsoft Copilot, Perplexity, Prompt Engineering

EXPERIENCE

Digital Marketing Specialist, Medtronic

September 2025 – Present

- Work closely with sales, product, clinical, and operations teams to understand campaign goals, target audiences, and business priorities, then turn those needs into digital marketing plans across paid media, SEO, email, and landing pages.
- Manage campaigns across Google Ads, Meta Ads, and LinkedIn, handling audience and keyword research, campaign setup, targeting, budgets, creative coordination, and launch while keeping the messaging and customer journey consistent across channels.
- Support email and lifecycle campaigns through Salesforce Marketing Cloud, Salesforce CRM, and HubSpot, working with audience segmentation, campaign set up, testing, nurture communications, lead tracking, and follow up as prospects move through the funnel.
- Alongside paid and email campaigns, work on SEO using Google Search Console, SEMrush, Ahrefs, and Screaming Frog to research keywords and competitors, identify content and technical opportunities, and improve existing pages based on search intent and performance.
- Use those campaigns and search insights to improve landing pages, forms, CTAs, email messaging, and ad creative, running A/B tests to understand what was driving stronger engagement and conversions and contributing to a **12% improvement in conversion rate**.
- Review campaign performance throughout the week in GA4, Looker Studio, Salesforce, and channel reporting, tracking metrics such as CTR, CPC, conversions, lead quality, CAC, ROAS, and funnel progression rather than evaluating channels only on traffic.
- Use UTM tracking, CRM data, SQL, and Excel to connect campaign activity with lead and pipeline performance, making it easier to understand where leads had come from, how they were progressing, and which campaigns were contributed to results.
- Based on those findings, adjust budgets, bids, targeting, keywords, messaging, and landing page priorities and share performance updates with cross functional teams, contributing to a **22% improvement in ROAS** and a **28% increase in qualified organic traffic**.
- Use AI tools such as ChatGPT, Claude, Perplexity, and Microsoft Copilot when useful for research, keyword clustering, content ideas, Ad copy variations, and summarizing performance findings, while reviewing and refining the output before using it in campaign work.

Graduate Assistant – Marketing & Communication, Concordia University	January 2024 – July 2025
- Supported the Marketing and Communications team with day to day promotional activities for academic programs, student organizations, campus events, and other university initiatives. - Worked with university departments and student organizations to gather content, coordinate marketing requests, and prepare communications for students and the broader campus community. - Helped manage marketing calendars and supported email, website, and social media communications, making sure content and event promotions were prepared and published on schedule. - Assisted with email communications through HubSpot and Mailchimp and helped maintain audience lists and contact information used for student and university outreach. - Reviewed basic websites, email, and campaign performance using GA4 and prepared simple reports in Looker Studio and Excel to help the team understand engagement and improve future communications.	

Digital Marketing (SEO) Specialist, Accenture	June 2021 – July 2023
- Worked with marketing, content, design, and development teams to understand client goals, target audiences, and website performance, then translated those needs into SEO and digital marketing priorities across websites, landing pages, and campaigns. - Started with keyword and competitor research using Google Search Console, SEMrush, Ahrefs, and Moz to understand search demand, ranking opportunities, competitor positioning, and content gaps, using those findings to guide page optimization and content planning. - Conducted technical SEO reviews with Screaming Frog and Google Search Console to identify crawl, indexing, metadata, internal linking, and other site level issues, then worked with developers and content teams to prioritize and implement fixes. - Applied those findings across website pages, landing pages, and blog content by improving titles and descriptions, headings, keyword targeting, internal links, content relevance, and overall alignment between the page and the user's search intent. - Alongside organic search work, managed \$15K+ in monthly paid media across Google Ads, Meta Ads, and LinkedIn, supporting 15+ campaigns and handling campaign structure, keyword and audience targeting, bidding, budgets, creative coordination, and ongoing optimization. - Worked with marketing and sales teams to connect campaign activity with Salesforce lead data, using audience segments, lead quality, and funnel behavior to understand which channels and campaigns were bringing in more relevant prospects. - Monitored organic and paid performance through GA4, Google Search Console, advertising platforms, and CRM data, reviewing keyword rankings, CTR, CPC, CPA, conversions, lead quality, and ROAS to identify where campaigns or website experiences needed improvement. - Built Looker Studio and Power BI dashboards and maintained UTM tracking to bring SEO, paid media, website, and campaign data into clearer reporting, helping stakeholders understand performance without having to review each platform separately. - Used those performance findings to refine keywords, content priorities, audiences, bids, landing pages, and campaign structure while coordinating 8–12 concurrent initiatives with content, design, development, marketing, and client facing teams.	

CERTIFICATION

- Google Analytics Certification (GA4), Google
- Google Ads Search Certification, Google
- Meta Certified Media Buying Professional, Meta
- Salesforce Marketing Cloud Engagement certification, Salesforce
- SEMrush SEO certification, SEMrush
- HubSpot Digital Marketing Certification, HubSpot

EDUCATION

Concordia University, Saint Paul, Minnesota	August 2023 - May 2026
Master of Science in Computer Science	