

Karan Kumar

Digital Strategist

Christchurch, New Zealand

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[LinkedIn](#)

PROFILE

Digital strategist with 6+ years' experience across paid media (Google Ads), SEO, social media performance support, Webflow development, and advanced measurement (GA4, Google Tag Manager, data layers).

Strong background in automation and scalable workflows using Airtable, Whalesync, and API-driven processes, alongside hands-on Webflow builds and CMS optimisation.

Deep personal interest in AI and the evolution of search behaviour, with ongoing research into Answer Engine Optimisation (AEO) and how AI-driven answer surfaces influence SEO, content structure, and performance strategy.

SKILLS

- **Paid Media:**

Google Ads (Search, Shopping, Display, YouTube, Performance Max, AI-Max), remarketing

- **SEO & AEO:**

Technical SEO, content optimisation, schema, AI-influenced search research

- **Social Media:**

Meta, Pinterest, TikTok (pixel setup, campaign setup, performance analysis)

- **Analytics & Tracking:**

GA4, Google Tag Manager, Looker Studio, Supermetrics, Catchr

- **Web & CMS:**

Webflow, Shopify, WordPress, HTML/CSS fundamentals

- **Automation & AI:**

Airtable, Whalesync, Zapier, Cursor IDE, MCP tools

EMPLOYMENT HISTORY

Feb 2025 — Present

Digital Strategist

Strategy Creative, Christchurch

- **Signature Homes:**

Webflow development and optimisation for large-scale client builds, focusing on CMS scalability and performance. Built internal automation using Airtable and Whalesync to manage and sync thousands of CMS items. Developed internal tools to bulk-convert and compress images to WebP. Supported GA4, GTM, and Google Ads implementations.

[Signature Homes](#)

- **PGDB – Ask for Licensed campaign:**

Developed social media and Google Ads strategy, achieving over 5M impressions and 1.4M+ YouTube views; contributed to creative concept development and designed campaign funnel strategy.

[PGDB – Ask for Licensed campaign](#)

- **Webflow builds:**

[Madras Square by Mike Greer](#)

Nov 2024 — Feb 2025

Digital Marketing Specialist

Innovate Digital, Christchurch

- Managed Google Ads campaigns with GA4 and GTM conversion tracking.
- Improved Looker Studio reporting for internal and client stakeholders.
- Built automated email workflows and supported technical SEO improvements.

Apr 2024 — Nov 2024

Search Engine Marketing Specialist

Imagic Creative Agency, Christchurch

- Managed Google Ads and SEO for 40+ client accounts across multiple industries.
- Implemented GA4, GTM, and social media pixel tracking (Meta, Pinterest).
- Built monthly performance reporting using Looker Studio with Supermetrics.

Aug 2023 — Mar 2024

Webflow Website Development

Logicstar, Christchurch

- Built Webflow websites: madeofgold.co.nz and textureplants.co.nz.
- Supported SEO, Google Ads, and website performance optimisation.

Sep 2023 — Dec 2023

Short Course Tutor

Yoobee College of Creative Innovation

- Tutored E-Commerce Micro-credential programme.

Jan 2021 — Aug 2023

Digital Marketing Specialist

Moreton Jewellery, Christchurch

- Owned end-to-end digital growth across Google Ads, SEO, and email marketing.
- Achieved up to ~6.8x ROI via Google Ads through account structure and optimisation.

Nov 2021 — Dec 2022

Digital Marketing Specialist

Untouched World, Christchurch

- Restructured Google Ads accounts and advised on website UX and technical solutions.

Apr 2022 — Aug 2022

Salesforce and Teamwork CRM Setup

Saveawatt, Christchurch

- Set up Teamwork CRM and Salesforce Sales Cloud with process automation.
- Automated tasks and processes across Salesforce and Teamwork platforms.

Nov 2021

Digital Marketing Specialist

Concentrate (HubSpot Diamond Partner), Christchurch

- Set up Google Ads campaigns for Concentrate clients.

May 2021 — Jul 2021

Shopify Website Development and Digital Marketing

Seddon Terrace (Moreton Jewellery), Christchurch

- Developed Seddonterrace.com on Shopify in collaboration with DesignCo.
- Managed Google Ads and guided digital marketing strategy for the brand.

May 2020 — Dec 2020

Google Ads and SEO

Mokopounamu.co.nz, Auckland

- Set up Google Ads for Display, Shopping, Search, and Video campaigns.
- Implemented technical SEO, Google Analytics, Google Merchant Account, and Google Search Console.
- Attributed search traffic and e-commerce revenue, set up remarketing and conversion goals.

Jul 2020 — Aug 2020

WordPress Website Development

Auckland

- Developed justgreenstone.com with website backlinking to mokopounamu.co.nz.

May 2020 — Dec 2020

Google Ads, Website Development and SEO

Saveawatt, Auckland

- Redeveloped website and set up Google Ads, Google Analytics, and Google Search Console.
- Implemented SEO strategies and YouTube Ads, designed landing pages for targeted ad campaigns.
- Achieved 5–6× ROI via Google Ads.

Jan 2020 — May 2020

Salesforce Administrator

Auckland

- Process automation, database maintenance, and Salesforce Sales Cloud configuration.
- Created objects, fields, path configurations, page layouts, and flows.
- Managed user administration, reporting, and data import/export.

Nov 2019 — Jun 2020

Google Ads and Analytics Specialist

HR Profiling Solutions Ltd, Auckland

- Google Ads administration, keyword research, analytics reporting, and developing new lead strategies.

Nov 2019 — Mar 2020

Salesforce Administrator

The Recipe, Auckland

- Database maintenance, user management, and reporting.

EDUCATION

NZIE — Diploma (Level 7) in Digital Marketing

Bachelor of Arts (B.A.) in Psychology