

KARRI RAHUL

CRM & MARKETING AUTOMATION | DIGITAL MARKETING

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Profile

Digital Marketing Executive with hands-on experience in SEO, paid media, lead generation and campaign analytics. Builds practical CRM and marketing-automation projects using HubSpot CRM, n8n, Google Apps Script, APIs/webhooks and PostgreSQL/Supabase. Combines marketing knowledge with lead-capture, follow-up workflows and reporting to support CRM, marketing-automation and lead-operations teams.

Experience

SEO Executive, Dr Infosoft Pvt. Ltd	09/2025 – Present New Delhi
• Conduct keyword research and on-page optimisation for service pages and targeted search terms. • Monitor SEO performance through Google Analytics 4 and Google Search Console, reporting on organic traffic, ranking and indexation trends. • Support Google Ads and Meta Ads activity by reviewing CTR, CPC, conversions and campaign performance. • Perform technical SEO checks and help resolve broken links, indexing issues, metadata gaps and page-speed bottlenecks. • Prepare regular performance reports and data-led optimisation recommendations to improve online visibility and qualified lead generation.	

Education

B.Tech, Computer Science and Engineering	09/2022 – 04/2026
Gandhi Institute of Engineering and Technology, Gunupur, Odisha CGPA: 6.84 / 10	Gunupur, ODISHA

Skills

Professional: Cross-functional Collaboration, Strategic Thinking, Presentation, Problem Solving	CRM & Marketing Automation: HubSpot CRM, Zoho CRM, n8n, Lead Management, Lead Scoring, Workflow Automation, Pipeline Automation, Email Marketing, Google Apps Script, APIs, Webhooks
Data & Reporting: Google Analytics 4, Google Search Console, UTM Tracking, Marketing Analytics, Metabase, Google Sheets, PostgreSQL, Supabase	Digital Marketing: SEO, Keyword Research, On-Page SEO, Technical SEO, Link Building, Google Ads, Meta Ads, Campaign Optimisation, Lead Generation

Projects

HubSpot Lead Lifecycle & CRM Governance System, HubSpot CRM | Lead Scoring, Routing & Data Governance
Configured custom properties, lifecycle stages, deal pipelines, lead scoring, owner routing and internal notifications in HubSpot CRM. • Added duplicate management, access controls and source, lifecycle, owner and deal-stage reporting for cleaner CRM operations.

Reliable Lead Capture Automation, n8n | HubSpot API | PostgreSQL | Google Sheets

Built a form/webhook workflow in n8n to validate and normalise lead data before creating or updating HubSpot records. • Added duplicate-safe upserts, Google Sheets logging, Gmail alerts, and retry/error handling for reliable lead processing.

CRM API, Database & SLA Monitor, HTTP APIs | PostgreSQL | n8n | SLA Escalation

• Implemented authenticated API calls and PostgreSQL audit/error tables to record execution status and workflow activity. • Created scheduled SLA checks with 15-minute escalation logic, including handling for timeouts, invalid payloads and retries.

Certificates

Google Ads (Google)	• HubSpot Email Marketing Certification (HubSpot Academy)	• Python with Machine Learning (Y Hills)
• Business Essentials and Marketing Concepts (High Radius)	Digital Marketing (HubSpot Academy)	hubspot marketing hub software (Hubspot Academy)