

NOOR KARKARA

Senior Content & Brand Strategist

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PROFESSIONAL SUMMARY

Content and brand strategist with 7+ years leading content strategy, brand positioning, and demand generation across enterprise B2B (IBM, Softobiz) and high-growth consumer tech (Ninjacart) organizations. Has driven brand and demand campaigns for audiences across ANZ, North America, EMEA, and Asia, working fluently with distributed teams, agencies, and stakeholders across time zones. Proven record of scaling organic traffic, leading content and creative teams, and driving multi-channel campaigns spanning SEO, ABM, email, social, and web that convert audience trust into measurable business outcomes. Skilled at translating complex strategy into clear, persona-driven content and coaching high-performing content teams to deliver consistent, on-brand execution.

CORE SKILLS

Strategy & Planning: Content Strategy, Brand Strategy & Positioning, GTM Strategy, Global & Multi-Market Positioning, Competitive & Audience Research, Stakeholder Interviews & Requirements Gathering, KPI Definition & Performance Reporting

Content & Copy: Content Editing, UX Writing, Organic Copywriting, Thought Leadership, Ebook & Long-Form Content, Sales Enablement Content, Business Documentation

Demand & Growth: SEO, AEO & GEO Optimization, ABM Strategy, Email Marketing & Nurture Campaigns, Inbound Marketing, Paid Search & Paid Social, Landing Page Optimization

Brand & Channel: Social Media Marketing, Employer Branding, Experiential & Event Marketing, Internal Communication, On-Camera Presenting & Spokesperson Content

Tools & Analytics: Google Analytics (GA4), Search Console, Google Tag Manager, SEMrush, HubSpot, WordPress, Adobe Content Management System, AI Content Tools (Claude & Claude for Design, ChatGPT, Gemini, Copilot, Gamma)

Leadership: Content Team Leadership & Coaching, Cross-Functional Collaboration, Distributed & Multi-Time-Zone Team Collaboration, Creative Agency Direction, Vendor & Agency Management, Project Management

PROFESSIONAL EXPERIENCE

Senior Content Marketing Manager — Softobiz

February 2026 – Present

- Grew monthly organic website visits 73% (4,100 to 7,080) and improved average keyword ranking from position 17 to 10 through SEO strategy and content optimization
- Lead a team of 3 (senior content writers, designer) and direct execution across the ABM team, email marketing, and social media including day-to-day mentorship of a junior social media resource while managing an external SEO agency that helped scale content production 133% (15 to 35 published blogs)
- Built and directed an ABM strategy to identify high-value prospects, strategizing email and LinkedIn campaigns that achieved 70–85% open rates
- Strategized and launched 4+ high-conversion landing pages built around customer success stories
- Led content and campaign strategy for an international company event in Australia with script writing, speaker notes, presentation deck design, event branding, and merchandise
- Launched 2 ebooks — “AI Maturity Matrix” and “The Agentic Enterprise” targeting technical decision-makers on AI and agentic enterprise transformation
- Ran an always-on social content strategy targeting tech-enthusiast audiences around AI and emerging technology, driving visibility and engagement
- Redesigned existing webpages (WordPress) and email nurture sequences (HubSpot) for improved copy, visual design, and SEO/AEO/GEO optimization
- Developed sales enablement content including brochures, service one-pagers, and sales nurture emails
- Built and maintained a GA4, Search Console, and Tag Manager analytics framework to track and report on content and campaign performance
- Created an SEO roadmap to guide the team on best practices
- Owned the editorial and content calendar across social, blog, web, email, and event workstreams for the marketing team

Brand and Content Strategy Lead — IBM

May 2024 – February 2026

- Owned content and brand strategy across IBM's Automation portfolio (9 product lines), partnering within a cross-functional pod of product marketing, demand strategy, web, and analytics roles to execute holistically for each product
- Directed a part of the creative agency team of 5-6 (writers, editors, designers) to execute content and brand initiatives across the portfolio, publishing through Adobe's content management platform and using AI tools (Claude, Gemini, Copilot) to accelerate briefs, strategy decks, and creative iteration
- Led competitive research, content audits, and audience/market analysis for the DevOps portfolio of 3 products
- Defined KPIs and content performance frameworks to guide strategy; served as data focal point building performance reports and driving data-led decisions
- Rolled out the "DevOps Drive" content campaign: 2 lightboard videos (32K+ views), 2 long-form blogs, and a flagship guide to full-stack observability generating 1,300+ leads in the first month
- Owned web strategy, paid search, and web copy for two product lines: +25% YoY engaged visits on the Instana product page, ~20K engaged visits on the Instana campaign page, and an engagement lift from 58% to 74.8% on the Turbonomic product page
- Built and led the Instana Sandbox promotion plan (paid media + email), driving +49% YoY form completions
- Created a content strategy playbook of tools, frameworks, and resources; onboarded 4 new team members
- Recognized for translating complex strategy into clear, consumable formats and driving decisions with data storytelling and persona-first thinking

Marketing Executive & Copywriter — Ninjacart

January 2023 – January 2024

- Served on a 3-person strategic think tank shaping ideas across social media, sales enablement, growth marketing, advertising, and marketing/corporate communication, incorporating early AI writing tools (ChatGPT) into ideation and drafting
- Ideated Ninjacart's rebranding strategy and partnered with the branding agency to develop a new design system and go-to-market launch plan
- Co-wrote scripts (with 2 other copywriters) for the brand's two flagship rebrand videos and starred on-camera in the FOMO-driven teaser; the master rebrand film drew 5.3M+ YouTube views as part of a campaign that reached 45M+ people overall with a 35% engagement rate
- Led employer branding through social media, hiring content, and marketing communications, building content and design assets to support recruitment and culture storytelling
- Executed integrated marketing — OOH, WhatsApp, social media, email, PMAX ads, print, and UX writing to engage four core audience segments: farmers, retailers & distributors, sellers, and global import/export companies
- Owned the social media content calendar, publishing schedule, and execution — writing and starring in numerous reels driving 42% growth in social media following
- Led an end-to-end office branding initiative in partnership with founders and vendors, managing a team of 4 designers

Content Marketing Associate — Darwinbox

October 2021 – January 2023

- Spearheaded stakeholder interviews with company leadership to document business requirements and translate company vision into content and campaign strategy
- Produced and optimized SEO content across pillar pages, articles, blogs, and hub-and-spoke campaigns, increasing average time-on-page from 4 to 6.8 minutes and cutting blog bounce rate from 81% to 58%
- Led a global positioning revamp across Google Search, Discovery, YouTube, LinkedIn, and Facebook as sole content lead, boosting CTR from 0.81% to 3.85%
- Wrote PR pieces and strategic-partnership announcements profiling clients adopting the platform, alongside contributed pieces and questionnaires for NASSCOM, PMAP, PMAT, SHRM, and ETHR
- Served as the sole focal point for experiential marketing content org-wide, producing 200+ collaterals with topic ideation, speaker notes, invite and post-event nurture emails, and event landing pages for webinars, panel discussions, roundtables, and C-suite interviews, including project-managing the "AI in HR" webinar end-to-end
- Wrote paid and organic social media copy and led email marketing campaigns for content distribution and lead nurture
- Ghostwrote thought-leadership content in the voice of the co-founders on HR technology trends and workplace disruption, applying SEO best practices to support demand and brand initiatives

Content Marketer — ProofHub

January 2020 – October 2021

- Conducted stakeholder interviews and workshops to analyze and document business requirements, processes, rules, and policies for product and marketing initiatives
- Partnered with development, support, and marketing teams to gather usage statistics, user demands, and key demographic insights
- Analyzed market trends and competitors to identify opportunities for market penetration and competitive positioning

- Led social media strategy and copy across 3 channels, growing LinkedIn followers by 15%, 23%, and 34% respectively, and ran LinkedIn campaigns to build brand engagement
- Wrote guest posts for Thrive Global, Business2Community, DZone, Dev.to, and Business.com, alongside SEO editing, leadership interview content, and UX writing
- Created storyboards, onboarding flows, and introductory content including “Spotlight,” a product-wide UX content overhaul to improve platform onboarding, engagement and retention
- Authored academic and educational guides on project management methodologies (Agile, Scrum, Kanban) to support product education and thought leadership

Content Writer — WebHoppers

July 2019 – January 2020

- Wrote content for landing pages, Medium articles, and Quora answers for 40+ clients across diverse industries
- Collaborated with the design team to produce infographics, posters, and videos
- Wrote social media content and led content distribution and syndication across Digg, Reddit, Scoop.it, Pinterest, and other platforms to expand organic reach
- Analyzed performance data via Google Analytics and Search Console to build actionable client reports
- Optimized on-page and off-page blog content using SEO tools

AWARDS & RECOGNITION

- “Capstone” Award, IBM — for spearheading the Capstone project across 3 product lines
- “Entrepreneurship” Award, IBM — for delivering the time-sensitive DevOps launch campaign, managing strategy and execution maps, multiple content artefacts, and the creative agency
- “Big Bang” Award, Advertising Club of Bangalore — for Ninjacart's rebranding campaign
- “Avengers” Award, Ninjacart — for driving brand rebranding
- “Alpha Player” Award, Ninjacart — for driving Customer Success projects
- “Game Changer” Award, Darwinbox — for critical product marketing projects
- “Guts and Grit” Award (x3) and “Round of Applause” Award (x2), ProofHub — for time-sensitive delivery and brand performance

CERTIFICATIONS

- Editing and Proofreading — Virtues International Academy
- Content Marketing — HubSpot
- HubSpot Marketing Software — HubSpot
- Inbound Marketing — HubSpot
- Email Marketing — HubSpot
- SEO Toolkit Certificate — SEMrush

EDUCATION

Bachelors in Civil Engineering — Chitkara University, Himachal Pradesh (2014 – 2018)