KENN D'SOUZA

Marketing | Email & MarTech, Content, Design and AI-Led Tools

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Marketer with 4+ years in AdTech, working hands-on across the MarTech stack: email automation, CRM, analytics and lead capture. Runs campaigns for U.S. audiences across education, automobiles, healthcare and home maintenance, and builds AI tools, automations and interactive web experiences. Pursuing an MBA in Marketing.

PROFESSIONAL EXPERIENCE

Media.net | Mumbai, Jun 2022 – Present

Associate Manager – Marketing | Jan 2026 – Present

- Building AI-powered tools, automations and systems for marketing strategy, reporting and operations.
- Shipping interactive partner reporting microsites in 1 to 3 days each; 10+ delivered, plus 8+ internal tools.
- Managing lead capture, UTM tracking and web analytics (GA4, Clarity) with automated reporting.
- Partnering with sales, account management and leadership on partner communications and reporting.
- Leading design for marketing collateral, landing pages and interactive presentation formats.
- Training marketing and design teams on AI tools, and documenting processes so workflows scale.

Senior Associate – Marketing | Jun 2024 – May 2026

- Owned email marketing strategy, segmentation, copy, automation and analytics for U.S. campaigns.
- Delivered 200+ campaigns to lists of up to 300K contacts, generating $XXXX+ in revenue.
- Set up tracking and automations to measure web pages, forms, landing pages and PDFs.
- Structured websites and engineered prompts for consistent, SEO and AIO-ready content.
- Designed email templates, social posts, infographics, one-pagers and sales sheets.

Associate – Content Marketing | Jun 2022 – Jun 2024

- Content strategy and email marketing assets for U.S. audiences.

Zlen | Digital Marketing Intern | Jun 2021 – Oct 2021

- Handled content and social media marketing for the brand.

Scholastic India | Campus Ambassador | Apr 2020 – Aug 2020

- Headed the content team for Write Now, Scholastic's initiative to train and support new authors.
- Promoted Write Now and the Hunger Games series on 9 platforms; a BuzzFeed quiz drew 2,000+ readers.

AI, AUTOMATION & BUILD SKILLS

- **Workflow automation:** Apps Script pipelines connecting forms, Sheets, databases and email
- **Interactive websites:** landing pages, microsites and pop-ups with GA4 and Clarity tracking
- **Interactive presentations:** web-based decks for training, pitches and reporting
- **Data visualisation:** dashboards and interactive charts for performance reporting
- **Internal strategy tools:** Figma plugins, searchable libraries, prompt and .md frameworks
- **Content for SEO and AIO:** content optimised for search engines and AI answers
- **MarTech and tools:** Mailchimp, HubSpot, GA4, Microsoft Clarity, Apps Script, Figma, Claude, Firebase

EDUCATION

MBA – Marketing | Symbiosis School for Online & Digital Learning | 2025 – 2027 (Pursuing)

Bachelor's in Mass Media – Advertising | St. Xavier's College, Mumbai | 2019 – 2022 | CGPA 9.77

HSC – Arts | St. Xavier's College, Mumbai | 2017 – 2019 | 90%

SSC | Don Bosco High School, Mumbai | 2017 | 98%, School Topper

BEYOND WORK

Professional keyboardist, performing with bands across Mumbai on weekends.