

**Name:** Karthik Raj

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**Profile Summary:** Strategic marketing specialist with 9 years of experience in digital advertising, performance marketing, and market analytics. Passionate about data storytelling.

**Academics:** MBA in Marketing Analytics, Great Lakes Institute of Management, Chennai (2015)  
BE in Computer Science, Anna University (2012)

**Certifications:** Google Ads Professional, Coursera Marketing Analytics, Tableau Fundamentals

**Experience:** Digital Marketing Manager at PixelCore Technologies (2018–Present) Performance Analyst at Adwave Media (2015–2018)

**Projects:** 1. Implemented PPC strategies reducing CAC by 28%. 2. Developed dashboards for campaign performance insights.

**Achievements:** • Winner of 'Innovator Award' (2021). • Speaker at Digital India Summit 2023.

**Hobbies:** Cycling, tech blogging, music