

# **KARTHIK R KARIYANKANNAVAR**

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## **OBJECTIVE**

**Results-driven Marketing and Sales professional with 6+ years of experience in the Food & Beverages industry. Proven expertise in driving revenue growth, market penetration, and customer acquisition through data-driven marketing strategies and sales optimization. Seeking a dynamic role to leverage my expertise in brand management, B2B/B2C sales, and customer relationship management.**

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## **EXPERIENCE**

**Company: G K Food and beverage, Hubli.**  
(Regional Manager – sales & operations) Nov 2019 – present.

- Develop and implement comprehensive marketing strategies to achieve company objectives.
  - Collaborate with senior management to align marketing initiatives with overall business goals.
  - Develop and maintain the company's brand identity, ensuring consistency across all channels.
  - Oversee the creation of marketing materials, including branding, messaging, and design.
  - Lead digital marketing efforts, including website optimization, SEO, SEM, email marketing, and social media.
  - Build and lead a high-performing marketing team, providing mentorship and guidance.
  - Foster a culture of creativity, innovation, and accountability within the marketing department.
  - Recruit, train, and retain top talent to support the company's marketing objectives.
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## **INTERNSHIPS**

- **Smart Robotics Solutions Private Limited** (Hubli 2022)  
**Project domain:** Business operations on Artificial Intelligence and Internet of Things (IoT).
- **Aditya Birla Group- Grasim Industries** (Karwar 2022)  
**Project domain:** Finance and Operations.
- **G K Milk Industry Private limited** (Hubli 2021)  
**Project domain:** Marketing and sales

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## **EDUCATION**

- Master Of Business Administration (Marketing & Operations)- First Class with Distinction.  
KLE Technological University, SMSR – Business School, Hubli.
  - Bachelors of Business Administration (International Marketing)-Distinction.  
Global College of Management, Hubli.
  - Higher Secondary Education (Commerce Stream)  
Sri Chanakya PU – College, Hubli.
  - Higher Secondary School – Distinction.  
Benaka Vidya Mandir , Hubli.
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## **SKILLS**

- Financial & Decision Modeling
  - Data mining and Analysis
  - Advance Excel and AI Tool
  - Power BI, Tableau
  - Networking & Communication
  - Decision Making, Entrepreneurship, Leadership, Negotiation
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## **ACHIEVEMENTS**

- Placement Coordinator of MBA School Management Studies and Research (KLE Technological University, Hubli -2022
  - General Secretary of BBA Department in Global College of Commerce, Hubli -2020
  - Part of District Level Volleyball Team Captain – 2019.
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## **CERTIFICATIONS**

- Master of Global Certification in Supply Chain Management from Michigan State University USA - 2022
  - Financial Management Certification from Wharton University of Pennsylvania -2023
  - Advance Excel for Managers from Keonics Hubli -2023Data Science Certificate under Coursera - 2023.
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## **DECLARATION**

I affirm the accuracy of the information provided.