

# Karthik S

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Highly motivated and detail-oriented professional with expertise in Code Implantation ,object oriented programming, Adept at troubleshooting and resolving complex issues. Skilled indeveloping and implementing innovative strategiesto reduce costs and increase efficiency.

## Work History

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### 2023-05- Current      **Implementation Specialist**

#### ***Cognizant,Bengaluru***

- ★ Performing implementation planning and setup activities using GA4, Universal Analytics, Google Tag Manager, Google Ads etc for projects with fluency in all of these tools and more
- ★ Developing sound business practices and procedures for the project.
- ★ Directing team members as needed to ensure successful
- ★ project implementation. Overseeing the daily business operations.
- ★ Speaking with US advertisers on a regular basis and providing them guidance on how to go about the implementation in Google ads and Google analytics
- ★ Worked with CX/CCaaS solutions
- ★ Committed to delivering excellent customer service while working in a fast-paced environment.
- ★ Identified ways to improve efficiency in operations and implemented process changes.

### 2021-11 - 2023-02      **Digital interactive Advisor**

#### ***24[7].ai | Bangalore***

- ★ Memorized all company products and services to be able to answer customer questions quickly and efficiently and increase upsells.
- ★ Collect source data such as customer names, email, shipping addresses, phone numbers to document customer information to the software.

## SKILLS

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- ★ HTML and CSS
- ★ Javascript
- ★ GoogleAnalytics(GA4,UA) Google Ads

- ★ GoogleTagManager
- ★ C++ and SQL
- ★ Ability to learn and adapt to new things.
- ★ Empathy and Assurance
- ★ People Management

## Education

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2017-07 - 2021-07	<b>Bachelor of computer applications</b> <i>The Oxford College of science, Bangalore University</i> CGPA: 6.8
2015-03 - 2017-03	<b>Class XII</b> <i>Sadguru Sainath pu college</i> Percentage: 69%
2014-03 - 2015-03	<b>Class X</b> <i>Shantiniketan high school</i> Percentage: 45%

## Certifications

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- ★ Certificate for Get started using Google analytics
- ★ Certificate for Data capture with sitewide tagging

## Additional Information

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### Final Semester Project: Online DJ Booking Management System

Language Used: PHP  
Database: MySQL  
User Interface Design: HTML, JavaScript  
Web Browsers: Google Chrome, Firefox, Web Browser  
Software: XAMPP (local server)

### 5th Semester Project: Student Result Management System

Language Used: PHP  
Database: MySQL  
User Interface Design: HTML, JavaScript  
Web Browsers: Mozilla Firefox, Google Chrome, Web Browser  
These academic projects demonstrate my proficiency in PHP, MySQL, HTML, and JavaScript.

The projects showcase practical experience in developing web-based systems with an emphasis on database management and user interface design.