



KARTHIKEYAN P

Digital Marketing & Analytics Professional

Reach me at

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- Karthikeyan Palanisamy

COURSES & CERTIFICATIONS

- Google analytics for Beginners & Advanced Courses on Google
- Google digital Garage Certificate
- SEO, SMM & Display Advertising Course at Hub Spot Academy
- SMM & Display Advertising Courses on Hub Spot Academy
- HTML ,CSS, JS Courses at Udemy
- Google Search Ads & Display Ads Certification Course on Google
- Facebook Ads , Facebook Business Manager & Campaign Performance with Ads manager Certificates at Facebook .

INTERESTS

- ✓ Digital Marketing
- ✓ Digital Analytics

CAREER OBJECTIVE

To be part of an organization where I can I fully utilize my skills and make a significant contribution to do the success of employer and at the same time my individual growth.

EDUCATIONAL QUALIFICATION

- Completed Bachelor of Mechanical Engineering at K.Ramakrishnan College of Engineering (2018-2022), Trichy with 8.6 CGPA
- Completed Higher Secondary at Dalmia Higher Secondary School (2018), Trichy, with 84.6%
- Completed SSLC at Dalmia Higher Secondary School (2016), Trichy, with 89.2%

PROFESSIONAL EXPERIENCE SUMMARY

- Veranda Race Learning Solution – PPC and Digital Analyst (Feb 2024 to Present)
- Digifuse - Analyst [Digital Marketing & Analytics] (Jul 2022 to Feb 2024)

INTERNSHIP EXPERIENCE SUMMARY

- Felicity.Care - Digital Marketing Intern (May 2022 to Aug 2022)
- Drdad.in - Digital Marketing Intern (Apr 2021 to Nov 2021)
- Rentnap.com - Digital Marketing Intern (May 2021 to Jul 2021)
- Lumevent Pvt Ltd - Market Research Intern (Aug 2020 to Sep 2020)
- Digifuse - Marketing & Business Development Intern (Dec 2019 to Feb 2020)
- Shoppingkart24.com - Marketing & Sales Intern (May 2019 to Jul 2019)

Roles & Responsibilities

- **Digital Marketing:**
  - ✓ Working on SEM campaign by using Google Adwords.
  - ✓ Working of SMM campaign by using Facebook Ads Manager.
  - ✓ Working on increase in website traffic through SEO, SEM, SMM, SMO techniques.
  - ✓ Developing SEO, SMM, SMO, SEM Strategies.
  - ✓ Working on competitor analysis to improve our brand visibility.
  - ✓ Gupshup Whatsapp Marketing which we used to deliver customized messages on time.

## ACHIEVEMENTS

- I have received an award for excellence in education, during the class of eighth standard in school.
- I got Inspire Award during the class of eighth standard in school.
- I have received an award for subject topper in college during the third semester.

## PERSONAL DETAILS

Father Name : Mr. Palanisamy T  
Mother Name: Mrs. Chitra P  
Marital Status: Single  
Date of Birth : 04-03-2001  
Nationality : Indian  
Address : 4/48,Perumal Kovil Street, E.Vellanur(po),Lalgudi(Tk), Trichy(Dt)-621 712.

## LANGUAGES

Tamil ● ● ● ●  
English ● ● ● ●

## HOBBIES

- Playing games like cricket and volley ball
- Watching movies

## LIVE PROJECT

I have created and designed my own website.  
(<https://imkarthikeyan.netlify.com/>)

- ✓ Setup campaign, optimization, monitoring & measurements of KPI's (CPC, CPM, CPI, CPA, CPV) and reporting.
- ✓ Maintain Customer Relationship Management by using Zoho CRM and Create Customized Reports.
- ✓ Working with cross functional teams like content marketing, designers, developers, and sales team to help them to achieve the company goal together.

### ➤ Digital Analytics:

- ✓ Involving client Google Analytics account setup and code implementation.
- ✓ Tag management by using GTM and setup customized events and Remarketing, Conversion Tags for campaign management.
- ✓ Working on tracking and measurement of the user behavior over mobile & web applications.
- ✓ Create Report Dashboards by using Looker Studio and Power BI.
- ✓ Pulling key metrics values from the Analytics tool.
- ✓ Create New and modifying the existing reports as per client requirement.
- ✓ Preparation and distribution of reports for clients on daily, weekly, and monthly basis.

## CORE COMPETENCIES

- ✓ **Digital Marketing Techniques & Tools:** SEO | SMM |SMO | SEM  
Good Analytics | Google Search Console | GTM | Semrush | Ahrefs | Ubersuggest | Screaming Frog | Looker Studio | Microsoft Clarity | Gupshup
- ✓ **Computer skills:** HTML| CSS| Java Script | SQL | MS Office | Python | Power BI | Zoho CRM
- ✓ **Additional Skills:** WordPress | Market Research | Typing | Team Orientation & Leadership Potential | Problem Solving | Punctual | Good Team player | Decision maker

## DECLARATION

I hereby declared that the above particulars furnished by me are true to the best of my knowledge and belief. I assure you, if I'm given a chance, I will execute my work to the fullest satisfaction of my superiors.

DATE: (KARTHIKEYAN P)  
PLACE: