

Karan Balaji

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I am a college graduate of **UX** and **Business**. I also have AWS and Frontend knowledge so I have the technical means of **automating** the creation of branded digital content as well as creating reports via Business Intelligence tools such as Quick Sight or Power BI. I want a career as a Brand/Product Manager because I enjoy the interactive process of improving the engagement of users.

Work Experience

Product Manager Intern

Jun - Aug 2019

ExamPro.co - Toronto, Canada

- Developed executable **Marketing Plans** with KPI's, Goals, Milestones for various digital channels like LinkedIn, Instagram, Reddit, Medium, Dev.to, and Meetup.com.
- Brand Influencer on Instagram and organized tech talk on **meetup.com** where we developed the **AWS community** who constantly **gave ideas and feedbacks** about the **learning experience**.
- Added tracking code using **Google Tag Manager** and **Google Analytics** for landing pages.
- Created the tagline "**AWSome Community**" for the brand that brought together AWS learners and practitioners from various channels like **Reddit, Instagram, and Dev.to**.
- Optimized SEO for marketing page using **google keywords planner** and ran **google ads** campaign.
- Designed the **marketing site intern page** and reported over 10 UX issues on the landing page.
- Implemented and optimized the user experience with **digital ethnography on the HotJar Analytical tool** that captured over 100 UX issues which were documented on GitHub.
- Developed a **community** on discord with **over 250 members** in a **month** where I constantly interacted for feedbacks and provided news, job, cloud-related content.
- Identified product problems through research and made personas through interviews, surveys and ethnography to create a **personalized user experience**.
- Built re-usable **design systems** on Adobe XD that improved prototyping speed between the designers and developers. Designed **re-usable components** based on **React Material UI** on Adobe XD which improved development speed **with user-centric UI**.

Web Developer - Contract

May - Dec 2017

Signovahealthcare.com - Chennai, India

- Developed and deployed marketing website using Bootstrap 3, WordPress and WooCommerce.

Web Developer And Marketer - Contract

June - Aug 2017

Papertobag.com - Chennai, India

- Setup & deployed an e-commerce store and created a digital presence on **google business**. Used **Google Keyword Planner** to accurately gain **organic customers** to buy their most popular **Nutella gift jar**.
- Made **papertobag.com** be at top of the search list when searched "Buy paper bags".
- Used google tag manager to track the products and analyze on Google analytics

Education

SEPTEMBER 2018 - AUGUST 2019

INTERACTIVE MEDIA MANAGEMENT, CENTENNIAL COLLEGE - TORONTO, CANADA

- Designed a mobile app prototype in Adobe XD through the design thinking process that helps people socialize in person which is aimed to reduce loneliness.

JANUARY 2018 - SEPTEMBER 2019

MARKETING MANAGEMENT, CENTENNIAL COLLEGE - TORONTO, CANADA

- Pioneers to present marketing project on a website (puffbloomers.github.io) built with HTML5 and bootstrap that was hosted on **GitHub Pages** with **real-time google analytics** (**Gtag manager**)

JUNE 2014 - JULY 2017

BACHELORS OF COMMERCE, LOYOLA COLLEGE - CHENNAI, INDIA

Certifications

AWS Certified Cloud Practitioner	2019
Advanced Google Analytics <u>Certification</u>	2019
Google AdWords <u>Fundamentals</u> & <u>Mobile</u>	2019
Data Science: R Basics Harvard <u>Certification</u>	2019
Python for research Harvard <u>Certification</u>	2019
MIT Entrepreneurship <u>Certification</u>	2019

Volunteer and Personal Projects

Toronto Solution Architect user group ([Meetup.com](https://www.meetup.com/toronto-sa))

Event Organizer

- Documented and conducted all tech talks on various social media.
- **Delivered a tech talk** on [4 ways of architecting A/B Testing](#) on the AWS Cloud.

Instagram Tech Influencer ([@karan047](https://www.instagram.com/karan047))

- Cover all the **Tech events** in Toronto on Instagram stories.
- Stream **coding motivational** stories on Instagram Stories.