

Karthick Kishore

Digital Marketing Specialist | Motion Graphics & Web Designer

Portfolio: karlekarthier.github.io/portfolio/

Linkedin : <https://www.linkedin.com/in/karthick-p-b48985208/>

Objective

Passionate Digital Marketer and Designer with over 3+ years of experience in crafting visually compelling designs and digital experiences. Seeking to leverage expertise in SEO, motion graphics, and web design to enhance brand presence and engagement.

Education

Bachelor of Science in Computer Science

Vel Tech University, Avadi (2018–2021)

Graduated with First Class at 81%

Higher Secondary Examination (CBSE)

TVIS Velammal International School, Ponneri (2017)

Secured First Class with 58% | Cleared JEE Mains (Paper 1) in 2018

Secondary School Examination (CBSE)

TVIS Velammal Vidyalaya School, Ponneri (2016)

Secured First Class with 86%

Professional Experience

Head – Digital Marketing Department

Guires Solutions Pvt Ltd. – Chennai, India (May 2025 – Sep 2025)

- Leading the digital marketing division for Pubrica (Medical Research & Product Development brand – US Market).
- Spearheading SEO and brand optimization strategies to enhance online visibility and global reach.
- Driving SEO-optimized website improvements, boosting site health and technical performance.
- Leveraging SEMrush for site audits and reporting, achieving a 90%+ site health score.
- Improved organic traffic to 13K+ monthly visitors through consistent content and SEO strategies.
- Enhanced technical SEO in GA4, optimizing performance tracking, user engagement, and conversions.

Senior Digital Marketing Manager

60 40 Interior Studio – Chennai, India (March 2025 – May 2025)

- Created and managed performance-driven ad campaigns across Google and Meta platforms.
- Designed SEO-rich content, visuals, and video creatives tailored for architectural and design-centric audiences.
- Enhanced user engagement through targeted content and conversion-optimized landing pages.

Digital Marketing Specialist

RSoft Technologies Pvt. Ltd. – Chennai, India (Dec 2021 – Jan 2025)

- Specialized in SEO strategies to drive high-quality web traffic and enhance online visibility.
- Managed social media platforms, crafting engaging posters, thumbnails, and motion graphic videos.
- Executed on-page and off-page SEO, content marketing, and web design to create impactful experiences.

Skills

- Digital Marketing & Branding: Implementing SEO best practices, keyword research, and content marketing strategies.
- Motion Graphics & Visual Storytelling: Creating vector animations, comic-style graphics, and explainer videos.
- Front-End Development: HTML, CSS, JavaScript, responsive design, SASS, Bootstrap 5.
- AI & Creative Automation Toolkit: Using ChatGPT, Google Gemini, Adobe Firefly for content and creative workflows.

Technical Proficiencies

- Adobe Creative Suite: Illustrator, Photoshop, After Effects, Premiere Pro, Animate, Acrobat, Media Encoder.
- Development Tools: VS Code, Node.js, Github, Cloudflare.
- Analytics & Optimization: Google Analytics, SEMrush, Search Console, Tag Manager, Microsoft Clarity, Screaming Frog, Ahrefs.
- AI Tools: ChatGPT, Google Gemini, Adobe Firefly.

Contact Information

Phone: [+91 735-8198-244](tel:+917358198244)

Website: karlekarthier.github.io/portfolio/

E-mail: karthickkishoreking@gmail.com

Address: Parameswaran.r, 1/4, Karanodai Road, Lakshmi Amman Kovil Street, Sothuperumbedu, Orakadu, Tiruvallur, Tamil Nadu, Chennai-600067, India.