

Karthick Kishore

Digital Marketing Specialist | Motion Graphics & Web Designer
karlekarthier.github.io/portfolio/

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% Acquired expertise in programming and web development, laying a strong foundation for creative pursuits.

Higher Secondary Examination (CBSE)

TVIS Velammal International School, Ponneri (2017) Secured First Class with 58% (CGPA: 5.8)

Cleared JEE Mains (Paper 1) in 2018, showcasing analytical and problem-solving abilities.

Secondary School Examination (CBSE)

TVIS Velammal Vidyalaya School, Ponneri (2016) Secured First Class with 86% (CGPA: 8.6)

Built analytical and creative skills foundational to professional journey

Professional Experience

Senior Digital Marketing Manager

60 40 Interior Studio – Chennai, India

March 2025 – May 2025

- Led strategic digital marketing initiatives to boost brand visibility and client engagement for a premium interior design firm.

- 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, amplifying brand presence across Facebook, YouTube, and other platforms.
- Executed on-page and off-page SEO, content marketing, and web design to create impactful digital experiences.

Skills

Digital Marketing & Branding

Implementing SEO best practices, keyword research, and content marketing strategies to improve online visibility.

Expertise in running targeted campaigns on platforms like Google Ads, Facebook, and Instagram to maximize brand reach and engagement.

Leveraging data-driven insights to enhance campaign performance and conversion rates.

Motion Graphics & Visual Storytelling

Crafting vector animations, comic-style graphics, and engaging explainer videos that bring ideas to life.

Passionate about design, storytelling, and digital growth, bringing creativity and technical expertise to every project.

Front-End Development

Developing structured, SEO-friendly, and accessible web pages using HTML5, CSS3, and JavaScript.

Designing responsive, visually engaging layouts with Flexbox, Grid, animations, and transitions, optimized using SASS for scalability and maintainability.

Crafting seamless, responsive, and user-friendly web experiences using Bootstrap 5's advanced grid system and UI components.

AI & Creative Automation Toolkit

Crafting engaging, data-driven content using ChatGPT and Google Gemini, ensuring high-quality, well-structured, and impactful messaging for digital platforms.

Enhancing creative workflows by sourcing high-quality visuals from Freepik.com, transforming them into stunning vector designs, motion graphics, and logos with precision and artistic excellence.

Technical Proficiencies

Adobe Creative Suite: Illustrator, Photoshop, After Effects

Development & Coding Tools: VS Code, Node.js, Figma, Github

Analytics & Optimization: Google Analytics, SEMrush

AI Tools: ChatGPT, Google Gemini

Contact Information

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