

# Karthikeyan Velusamy

Cardiff, UK

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## Skills

**Performance Marketing & Growth:** paid acquisition strategy, funnel optimization, A/B testing, CAC/LTV analysis, attribution modelling, channel mix planning

**Paid Media Expertise:** Facebook/Instagram Ads, Google Ads (Search & Display), Twitter/X Ads, TikTok Ads, programmatic & retargeting campaigns

**Analytics & Tools:** Google Analytics, Mixpanel, Looker Studio, Excel/Sheets, CommonRoom, Segment, Meta Ads Manager, Google Tag Manager

**Creative & Messaging:** value proposition development, audience segmentation, copywriting, collaboration with design on ad creatives and landing pages

**Web3 & Markets:** prediction markets, DeFi protocols, NFTs, cross-chain bridges, yield farming, on-chain analytics; passionate about emerging macro & cultural trends

**Soft Skills:** data-driven decision making, rapid experimentation, project management, stakeholder communication, cross-functional leadership

## Certifications

Google Ads Search Certification

Meta Blueprint: Media Buying Professional

AWS – Zero to Hero

Cisco Networking Academy – Cybersecurity Essentials

## Summary

Performance marketing specialist with over three years of experience driving user acquisition and growth for Web3 and fintech products. Proven ability to design and execute cross-channel paid strategies across search, social and emerging platforms, manage six-figure budgets, and optimize funnels from impression to retention. Obsessed with experimentation and leveraging data to refine messaging, target high-value segments and deliver outstanding ROI. Comfortable working at the intersection of crypto culture and mainstream finance, crafting campaigns around trending events and novel asset classes.

## Professional Experience

### **Growth & Marketing Lead – Crypto Tamil Community**

2022 – Present

- Owned paid acquisition and growth strategy for a 10k+ member crypto community; launched and optimized cross-platform ad campaigns (Twitter, Instagram, Google) that reduced cost-per-acquisition by 30% while doubling monthly sign-ups.
- Developed messaging frameworks and segmented audiences (DeFi traders, NFT collectors, macro speculators) to run targeted ads around trending topics such as ETH upgrades, L2 launches and macro data releases.
- Implemented robust tracking and attribution using UTMs, Google Tag Manager and analytics dashboards; built weekly funnel reports to monitor CAC, retention and LTV across channels.
- Collaborated with design and content teams to produce high-performing creatives (video, static, meme-style) and landing pages; drove a 25% improvement in conversion rates through iterative A/B testing.
- Managed a five-figure monthly marketing budget, ensuring efficient allocation across paid channels and community incentives while maintaining a positive ROI.
- Experimented with AI tools to personalize ad copy at scale, generating micro-campaigns for niche markets and boosting engagement during viral market events.

### **Performance Marketing Consultant (Freelance)**

2021 – Present

- Advised DeFi protocols and fintech startups on go-to-market and paid growth strategies, leading to 40–60% increase in active users and substantial improvements in funnel efficiency.
- Ran end-to-end campaign execution on Facebook/Instagram, Google Search, Twitter and TikTok; optimized keyword bids and ad placement to capture high-intent users while lowering CPMs by 20%.
- Deployed retargeting and referral loops using email and in-product notifications to re-engage dormant users; contributed to a 15% uplift in retention rates.

- Performed deep cohort analysis and segmentation to refine targeting and messaging; delivered insights that informed product roadmap and promotional calendar.
- Worked closely with founders to align marketing spend with overall growth objectives, presenting monthly performance reviews and strategic recommendations.

## Education

### **Ph.D. in DeFi Security – Cardiff Metropolitan University, UK**

Expected 2028

Research focus: enhancing DeFi protocol resilience across Ethereum and Layer 2 networks; developing modular frameworks for secure, scalable and interoperable financial infrastructure.

### **M.Sc. in Advanced Computer Science (Distinction) – Cardiff Metropolitan University, UK**

2023

Dissertation: investigated blockchain technology and Layer 2 scalability solutions, delivering a 30% improvement in transaction throughput and reduced deployment costs.

### **B.E. in Computer Science & Engineering – Anna University, India**

2020

#### Projects

- Growth Experiment Pipeline – designed a modular framework to launch, monitor and evaluate paid experiments across multiple ad networks; integrated data streams into a single dashboard for real-time performance tracking.
- Trend-Driven Campaign Engine – built a system to scan news, social media and on-chain feeds for viral topics, auto-generate relevant markets and deploy targeted ads, reducing reaction time to market events to under 24 hours.