

SKILLS

Programming

Languages: JavaScript (MERN stack), HTML, CSS, Shell scripting
Frameworks/Libraries: React.js, Next.js, Svelte, Vue, Angular, Vite
DevOps: Kubernetes, Docker, Git
Testing: Jest

AI & Machine Learning

AI Integration: LangChain, Hugging Face Transformers

ML Tools & Libraries: TensorFlow, PyTorch, scikit-learn (basic to intermediate)

Data & NLP: Natural Language Processing (NLP), Prompt Engineering, Chatbot development

Deployment: AI API integration in full-stack apps, serverless deployment (e.g., Vercel, Netlify, Cloud Functions)

Databases

SQL, NoSQL, AWS RDS, S3

Performance Marketing

Meta Ads, Google Ads, LinkedIn Ads and Tiktok Ads

Softwares

Wordpress, Shopify, Apollo.io

Languages

English, Hindi, Tamil, Telugu, French

EDUCATION

UNIVERSITY OF LIVERPOOL

SEPT 2021-SEPT 2022, LIVERPOOL

MSc in Business Analytics and Big Data

Course Representative – 2:1 merit

Specialisation - Project and Portfolio

Management, Digital Business Technology, Data mining and Machine Learning, Global Corporate Strategy

MANIPAL INSTITUTE OF TECHNOLOGY

JULY 2015- JUNE 2019, MANIPAL, INDIA

B. Tech Production Engineering

Specialisation - Simulation and NDT

Research Paper - Experimental

Karthik Nishanth Saravanamuthu

FULL STACK WEB DEVELOPER AND PERFORMANCE MARKETER

[E-mail](#) | [Linkedin](#) | [Portfolio](#) | [+447824047012](#)

Results-driven full-stack developer and performance marketer with expertise in crafting high-performance, responsive web applications and executing data-driven marketing strategies. Proficient in JavaScript frameworks and full stack optimization, consistently achieving Lighthouse scores above 90 for seamless user experiences. Skilled in running targeted ad campaigns across multiple platforms, optimizing budgets, and maximizing ROI for diverse clients.

WORK EXPERIENCE

SENIOR FULL-STACK WEB DEVELOPER | SAAS & ECOMMERCE SPECIALIST– [PROFICI](#)

August 2023 - present

- **Dynamic leader and strategic client liaison** with a proven track record of guiding **a 15-member development team and fostering cross-functional collaboration** to deliver high-performance digital solutions.
- Led full-stack development across **WordPress, Shopify, and the MERN stack SAAS projects**, driving innovation and creating robust, scalable websites tailored to client goals.
- Expertise in UI/UX optimisation, SEO keyword analysis, and conversion-focused design—**resulting in a 40%+ increase in lead generation and nearly doubling month-on-month (mom) sales for key ecommerce platforms.**
- Skilled in translating **analytics-driven insights into actionable improvements** that exceed client expectations.
- **Notable projects include:** [equip2clean.com](#), [plasmapien.com](#), [directorsbox.co.uk](#), and [profici.co.uk](#).

FOUNDER – [WHATEVER EVENTS](#)

February 2024 – present

- **Founded and manage** a dynamic event planning business, overseeing end-to-end event execution across UK.

Investigation of Properties of Carbon Fiber Reinforced Polymer Composites

INTERNSHIPS

INTERNATIONAL BUSINESS - AIESEC

TALENT LOGISTICS

December 2019 - January 2020

Alexandria, Egypt

- Conducted a thorough cost-analysis of global shipping across **50+ companies**, **utilising supply chain insights** to devise marketing strategies, expand clientele, and boost revenue.
- Utilised data analytics tools like **Tableau and Power BI** to extract valuable insights and streamline operations, leading to a significant **reduction in shipping expenses**.

COURSES

- Meta Front-End Developer Professional Certificate
- Introduction To Unit Testing In Jest - The Fundamentals

EXTRA CURRICULARS AND CONFERENCES

- Participated in organizing and executing a **Penetration Testing conference** in Manipal, deepening my expertise in Kali Linux and cybersecurity best practices as part of IEEE.
- Engaged with the **University of Liverpool's Student Support Services** as a volunteer, providing guidance and mentoring to **first-year students** navigating university life, assisting them in overcoming academic and personal challenges.

ACHIEVEMENTS

- Secured **finalist position in Bizzventure**, an esteemed startup competition, demonstrating potential to obtain college funding for an innovative parking solutions app.
- Led an eight-person team to a **first-place finish in the 'Business Simulation and Analysis'** module at university, leveraging data analytics to tackle strategic business challenges.

- **Secured sponsorships and partnerships**, with brands like **BUNDOBUST** increasing event funding by 25% over the past year.
- Successfully **organised over 80+** after night events with **over 300 attendees** each time.
- Developed digital marketing strategies, leveraging **performance marketing, social media, and targeted ad campaigns** to boost event reach.

WEBSITE DEVELOPER - KARTHIKNISH.COM

FREELANCER

December 2022 - July 2023 (8 months)

- Strategically aligned with companies like **Dream Ed Education, Arabian Blossoms and Initio Solutions, SaturnFinds** to design and deploy universally accessible, high-performance web interfaces using advanced tools such as **React, Svelte and Wordpress**, enhancing cross-platform responsiveness and web accessibility.
- Authored **50+ insightful blogs** on frontend technologies like **React and GraphQL**, driving a **30% boost** in user engagement across varied sectors, from e-commerce to healthcare, subsequently uplifting customer satisfaction ratings.

FRONTEND DEVELOPER – SOCIALBEAT.IN

April 2021 - September 2021 (6 months)

- Engineered 'Leavex,' a staff management website using **VueJs and MongoDB**, which streamlined attendance tracking and event scheduling, notably during lockdown.
- Enhanced image resising for designers using **Firebase ML Kit**, accelerating ad campaigns, trimming costs, and **lifting revenue by 5%**.
- Leveraged Agile methodologies and Git for efficient project delivery, while collaboratively resolving technical issues to **minimise downtime and boost productivity**.

FRONTEND DEVELOPER – MEDBLOCKS.ORG

January 2021 - September 2021 (9 months)

- Utilised **ReactJS and Litelement** to convert **openEHR templates** into intuitive interfaces, fostering a seamless UI integration through collaboration with cross-functional teams.
- Developed Medblocks-UI, a healthcare data capturing tool, using **Svelte, Jest, and TypeScript**, providing default UI components and structured openEHR or FHIR compositions.