

## 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 Saravananmuthu

## 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](#), [plasmapen.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](http://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](http://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 resizing 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](http://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.