

Karthick M

Ceramic Engineer (*Skills in Marketing, R&D, Operations*)

SUMMARY

- Experienced ceramic engineer with knowledge and expertise in the field of ceramic materials and products. Skilled in R&D, problem-solving, and project management, having successfully delivered projects from conception to completion.
- Experience in Product Marketing & Sales.

EXPERIENCE

Elio Power Systems Pvt Ltd, Bangalore — Marketing Executive

Sep 2022- Apr 2023

- Developed and executed marketing strategies to promote solar and energy power solutions, resulting in increased brand awareness and lead generation.
- Developed compelling marketing content including social media campaigns.
- Conducted market research and analyzed customer feedback to inform product development and improve customer experience.
- Managed email marketing campaigns, social media pages & whatsapp marketing.
- Coordinated and attended industry events, conferences, and trade shows to network with potential customers and partners and generate new business leads.
- Conducted competitive analysis to identify market trends and opportunities for differentiation.
- Managed relationships with external vendors and agencies, ensuring timely and quality delivery of services and products.
- Developed and managed marketing budgets.

Murudeshwar Ceramics Ltd, Bangalore — Training Engineer (R&D).

Oct 2020- May 2022

As a Training Engineer:

- Implemented a robust quality control system, including the

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SKILLS

Marketing– Marketing Strategy, Offline Marketing, SMM, Email & other Digital Marketing, Events etc.

Soft Skills –

- Communication skills
- Interpersonal skills
- Time management
- Problem-solving
- Leadership
- Adaptability
- Emotional intelligence
- Conflict resolution
- Customer service
- Creativity

Events & Networking.

Enterprise Resource Planning

Relationship Building

AWARDS & MENTIONS

- **Accomplished basketball player led the college team to multiple victories in regional tournaments.**
- **Demonstrated strong leadership skills as team captain, motivating and inspiring teammates to give their best effort in every game and**

preparation of process parameters, department-wise inspection plans, and production data sheets, to ensure consistent product quality and compliance with European standards.

- Developed daily checklists for production and maintenance departments, enabling effective tracking of equipment maintenance and production processes.
- Standardized production processes and procedures to ensure product quality and consistency while optimizing manufacturing efficiency.
- Created data sheets for each department to track and analyze key performance indicators, such as production yields, equipment uptime, and product defects.
- Conducted regular audits of manufacturing processes and procedures, identifying areas for improvement and implementing corrective actions to enhance product quality and process efficiency.
- Developed and maintained documentation and records related to quality control, ensuring compliance with regulatory requirements.
- Collaborated with cross-functional teams, including production, engineering, and quality assurance, to resolve quality issues and implement process improvements.
- Managed the maintenance of equipment and machinery, ensuring optimal performance and uptime, through the use of data-driven maintenance practices.

Totale Global Pvt Ltd, Chennai — Marketing Executive

Oct 2019 - Mar 2020

- Developed and executed marketing strategies to promote ceramic refractory products, specifically monolithics, resulting in increased sales and market share in the entire **Tamil Nadu region**.
- Conducted market research and analyzed customer feedback to identify new business opportunities and potential customers.
- Visited various industries in the region, including steel plants, foundries, and power plants, to promote and sell ceramic refractory products and build long-term business relationships.
- Collaborated with cross-functional teams, including production and logistics, to ensure timely and accurate delivery of products to customers.
- Monitored industry trends and competitive activity to identify areas for differentiation and inform product development strategies.
- Created and delivered compelling marketing presentations to potential customers, highlighting the features and benefits of ceramic refractory products and the value they offer.

practice.

- **Volunteer at Chinmaya Yuva Kendra** - Actively engaged in community service and volunteering initiatives to give back to the community and inspire youngsters.
- **Golf enthusiast & aspiring Golfer @ Bangalore Golf club.**
- **Part time Tennis coach for Juniors.**

COURSES & CONFERENCES

- **Principles of Marketing course.**
- **Power BI for Data Visualization.**
- **Course in Social Media Marketing Bootcamp from Udemy.**

LANGUAGE PROFICIENCY

Tamil(W&S)

English (W&S)

Kannada (L/S).

SPORTS & HOBBIES

- **Basketball, Tennis, Golf.**
- **Book Reader.**

- Analyzed sales data and reported on key performance indicators, including revenue, market share, and customer satisfaction, to senior management and stakeholders.
- Managed marketing budgets and resources to optimize spend and ensure cost-effectiveness.

Chinmaya IAS Academy, Chennai — UPSC Aspirant.

Aug 2017 - Sep 2019

- Dedicated and driven UPSC aspirant with a passion for public service and a strong desire to make a positive impact on society.
- Demonstrated a strong commitment to self-study and continuous learning, utilizing a variety of resources and strategies to prepare for the UPSC exam.
- Attended coaching classes at Chinmaya IAS Academy in Chennai, developing a solid foundation in subjects such as Indian polity, economy, and current affairs.
- Participated in mock interviews and group discussions at the academy, honing communication and critical thinking skills essential for success in the UPSC interview process.
- Developed effective time management and study strategies, enabling efficient preparation for the exam while balancing other commitments.
- Collaborated with peers and mentors to exchange ideas and knowledge, contributing to a supportive and collaborative learning environment at the academy.
- Participated in community service and volunteering initiatives, demonstrating a strong sense of social responsibility and commitment to public service.
- Committed to the pursuit of excellence and determined to achieve success in the UPSC exam, with a focus on using knowledge and skills gained to make a positive impact on society.

EDUCATION

**Anna University ,
Chennai — B Tech
(Ceramic Technology
2012 -2016). – 8.2 CGPA**

**Vani Vidyalaya
Matriculation School,
Vellore — HSC (93%).**

**Don Bosco
Matriculation School,
Vellore — SSLC (85%).**