





SURAJ KARAKULATH



[Website](#)

CONTACT

 Bremen, Germany
 +49 178 5617684
 karakulath.suraj@gmail.com
 [/surajkarak](#)
 [/surajkarakulath](#)
 suraj.karakulath88

Date of Birth: 12 Aug 1988

Nationality: Indian

SKILLS

Data Science:

Python, Visual Studio
R, RStudio, SQL, MySQL,
NoSQL, PostgreSQL,
Machine learning, NLP,
RapidMiner, Git, GitHub,
Docker, Tableau, PowerBI,
Looker Studio, Data Studio

Language:

English (Fluent)
German (B1)

EDUCATION

Constructor University, Bremen, Germany | Aug 2022 to date

Pursuing a **Master of Science degree in Data Science**. Expected graduation: Aug 2024.

National University of Singapore, Singapore | Aug 2006 - Aug 2010

Completed a Bachelor of Science degree with majors in Physics and Mathematics.

EXPERIENCE

PRODUCT MANAGER

CONSTRUCTOR TECHNOLOGY | July 2023 - Present | Bremen, Germany

- Managed product development for the Alemira Learning Management System
- Supported product teams in understanding customer needs and requirements
- Planned and developed User Stories and Use Cases for new features in the LMS
- Analysed learner activity data for insights and data visualisation dashboards
- Coordinated with front-end, back-end & QA for agile software development
- Designed mockups and prototypes in collaboration with design team

REGIONAL CONTENT MANAGER

GOOGLE | Dec 2020 - Dec 2021 | Singapore

- Managed the **Digital Guru** agency certification program
- Defined product messaging in collaboration with Global Product Leads
- Developed videos, decks & eBooks with storytelling & interactivity
- Guided video and animation production teams
- Planned certification quizzes, workshops and web app UX content
- Coordinated with APAC Country Marketers on timelines and localization

Key achievements:

- + **22** increase in Net Promoter Score (NPS) for the Digital Guru programme
- + **0.29** increase in Customer Satisfaction Score (CSAT)
- + **65.57%** increase in graduations

DATA SCIENCE CONSULTANT

Independent Consulting for clients | Apr 2020 - Aug 2022 | Singapore

- Provided data science and marketing services for various startups and enterprises
- Set up of web data analytics and measurement frameworks
- Managed paid Google Ads campaigns and organic social content
- Integrated web analytics data sources to create data visualization dashboards
- Applied data science best practices to generate growth insights
- Advised and created thought leadership content for C-Suite
- Clients: KeyReply, CDNetworks, NEC, IMDA, GovTech, Singtel, Appier

Key achievements:

- +**66.1%** increase in paid Google Ads leads for KeyReply
- Achieved **#1 rank on Google SERP** for a KeyReply keyword in just 5 months

TOOLS

Analytics:

Google Analytics, Data Studio,
Tag Manager, Keyword Planner,
Omniture, HubSpot, Moz,
SEMRush, Ahrefs, Screaming
Frog, RivalIQ

Social:

Buffer, Hootsuite, Falcon

Project Management:

Basecamp, YouTrack, Trello,
Notion, Asana, Evernote, Slack,
Teams

CERTIFICATIONS

GOOGLE ACADEMY (2017- 2020)

Google Analytics (92.8%)
Advanced Google Analytics
Google Ads (Search, Display)
Google Ads Measurement
Google Data Studio
Google Tag Manager

HUBSPOT ACADEMY (2020)

Inbound Marketing
Email Marketing
HubSpot CMS for Marketers

CONTENT MARKETER

WORLDQUANT | Nov 2018 - Apr 2020 | Singapore

- Managed the firm's content marketing, focussing on Asia and Europe
- Developed brand strategy & performance reporting frameworks
- Managed thought leadership & social content with researchers across the firm
- Covered WorldQuant's global events & conferences for the quarterly journal
- Delivered global & local paid campaigns on Facebook, LinkedIn & Adwords

Key achievements:

- Grew Facebook audience +**1209** and LinkedIn audience +**72.26%** in 2019
- Generated **8394** paid campaign registrations for IQC 2019

DIGITAL MARKETING CONSULTANT

Independent Consulting for clients | Feb 2018 - Nov 2018 | Singapore

- Managed content strategy & creation with writers, designers & partners (Trax)
- Provided content counsel for clients to develop editorial & social calendars
- Commissioned surveys with market research analysts for owned research (Trax)
- Published thought leadership content for various clients (Appier, F5, Trax, Singtel)
- Clients: IMMedia, Trax, Singtel, F5 Networks, Sansan, Appier, StarHub

Key achievements:

- Published an [eBook on "Computer Vision"](#) for Trax
- Helped IMMedia win **Marketing Magazine Award 2019** for Trax account

CONTENT STRATEGIST AND EDITOR

KING CONTENT | Jun 2015 - Jun 2017 | Singapore

- Managed content strategy, production & reporting across 18 client accounts
- Conducted SEO keyword research, content audits, social & competitor listening
- Coordinated global HubSpot email campaigns, case studies & award submissions
- Expanded contributor base by recruiting new freelancers, creatives & journalists
- Clients: Singtel, DataSpark, HP, Google, Yahoo, Changi Airport Group, V-Key, AIA, F5 Networks, DBS, NUS, FedEx

Key achievements:

- Exceeded Singtel blog CTR goal by **36%**
- Drove **1000x** engagement for DataSpark LinkedIn page
- Awarded **Hero of the Month twice** for client servicing and editorial quality

Date: 11 December 2023

Place: Bremen