

Karthikeyan Kumaran

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Summary

Goal-oriented individual dedicated to high levels of customer satisfaction and meeting aggressive business goals. To effectively use the acquired skills and knowledge in Marketing coupled with Project Management and gain relevant experience to develop new skills, thereby contributing significantly to the growth of the organization.

Technical Skills

- Experiential Events/Marketing
- Operations management
- Marketing Analytics
- Performance monitoring
- Business Development
- Database Management

Certifications

- **GOOGLE** – Google analytics certification
- **HUBSPOT** – Inbound Marketing Certification

Experience

Imperial Academy of Canada

TORONTO, ON

Digital marketing specialist, *October 2017 – Present*

- **Social media** - Maintained the Facebook, Twitter, YouTube and Instagram handle and analytics to build a reputable brand online and managed various inbound marketing strategies thereby maintaining a marketing funnel.
- **Cross – functional program management** - Coordinated with sales and marketing teams to create marketing strategies and insights through market research that align with goals and objectives using tools and tracked team's performances through PM software's such as ASANA and created weekly social media calendars and kept updating it as per the needs.
- **Video production** - Created new content for all media channels and for editing and video production and lead conversion.
- **SEO** - Implemented and maintained online acquisition marketing campaigns through social media, maintained SEO, website management that helped and maintained and tracked subsequent records.
- **Creative development** - Adopted various Marketing/Sales principles both qualitative and quantitative techniques with strategic best practices such as adaptive framework, agile and critical paths to capitalize on trends and to create a dynamic team environment.
- **Web Development and Monitoring and Analysis** - Created engaging content, keyword research with tools and measured web traffic and customer interaction with the brand using different metrics across all platforms.
- **Reporting and Analysis** - Developed and optimized campaigns, performance reporting, and market research studies for revenue growth and forecasting for clients and implemented according to client's insights.
- **Client Relations** - Contributed in client strategy and training on specific products and services thereby building programs and events through innovative strategies with scope for continuous improvement along with full marketing insights including planning, creating, implementing, and measuring paid campaigns to drive key brand metrics

Clubman Hospitality and Software Solutions Private Limited.

CHENNAI, INDIA

Project Coordination & Client relations, *June 2014 – September 2016*

- Implemented technology solutions in a cost-effective way by determining the requirements of a project or program, and communicating them clearly and precisely to stakeholders and facilitators.
- **Scrum teams** - Ran successful scrum meetings and carefully evaluated the metrics and learning outcomes.
- Relevant knowledge in Google analytics, Wordpress and Wix.
- **Reporting** - Analyzed data and coordinated with stakeholders to organize resources that helped in smooth transition of execution of projects.

- Successful monitoring of trade show booths that could engage with different stakeholders and brands from planning to execution with the core concept of maintaining the brand image.
- **Business development and sales** – Liaised with various customers understanding the needs and expectations and coordinated with teams to ensure there is a smooth transition and tracked and analyzed performances.
- **CRM Tracking** - Prepared clients/customer update in Salesforce, CRM databases through tracking and uploading the forms.
- **Content Development** - Framed marketing, communication, and content management strategies and assisted in planning and execution of annual conferences powered by inputs from various cross-functional teams/clients.
- Facilitated feedback from various departments to work on business strategies thereby supported and accessed various potential projects and assisted in development of plans, strategies, proposals and schedules.

Tribal Hearts Foundation (Non-profit)

CHENNAI, INDIA

Marketing and Communications, Jan 2015 – Dec 2016

- Event planning, design and production while managing all project delivery elements within time limits adopting Project management approaches and liaised with clients to identify their needs and to ensure stakeholder satisfaction and with the goals and objectives.
- **HR and Communications** – Created proper communication channels between teams through guidance and insights and measured performance reviews to enhance the productivity.
- **Event Planning/Marketing** - Successful completion of major events such as *Art of the Matter* and *Craft with the Art*, thereby bringing in Artist all over India to showcase their passion through any form of art work. Measures the ROE and ROO to analyze and gain insights to drive further results.
- **Fundraising** – Created and pitched to potential clients and sponsors to acquire funding and maintaining healthy relations through constant rapport.
- **Sponsorship Activation** - Utilized proper sponsorship activation techniques, implementing various promotional strategies through active social media campaigns and employed event financial planning to forecast data, scheduled events within the budget and eventually building a sustainable Budgeting model.
- **Tradeshows** - Created floor plans, bookings, vendor management, and transportation to various clients, and product launches and communicated it to the Board in a timely manner. Managed all external vendors to achieve cost effective and quality deliverables.
- **Social Media Analysis & Reporting** - Maintained Facebook, Instagram, LinkedIn, Twitter and Snapchat handles, coordinated the analytics to improve content, and ran E-mail marketing. (Mailchimp, Hootsuite, Google Analytics)
- **Business Development** - Identified various business opportunities through relevant market segments, brand positioning and analyzed impact from various campaigns and with inputs and insights from cross-functional teams.

Education

Sep 2017 **SENECA COLLEGE** – Post Graduate Studies

TORONTO, ON

To April 18' **Event Marketing – Sports, Entertainment and Arts**

- Created and pitched Marketing Campaign for Global Strides, Charity.
- Proposed a sponsorship revamp plan for Coast to Coast – Cancer foundation
- Framed and pitched a new Market Research Proposal for the Newmarket music festival.

Jan 2017 **CENTENNIAL COLLEGE** – Post Graduate Studies

TORONTO, ON

To Aug 17' **Project Management**

- Worked in creating Critical paths for various projects.
- Stakeholder management through various case studies and projects.
- Worked on cross functional teams, developing strategies/campaigns as per agile methodology.

Aug 2010 **ANNA UNIVERSITY**– Sri Venkateswara college of Engineering

CHENNAI, INDIA

To May 14' **Bachelors of Science in Chemical Engineering**

- Worked on Final year project at Madras Fertilizers limited creating and implementing design.

References available upon request

Cover Letter

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Dear Sir/Madam,

I am writing in response to the advertisement on Indeed.ca for Digital Content Specialist. Your advertisement matches my qualifications perfectly and I can offer you the required skills for which you are searching.

Managing high level projects adopting various PM techniques coupled with Marketing are two of main pillars that drive me in doing any project/task. In the past three years, I have gained relevant experience in Project Management, Regulatory Reporting Data Management profile, Event Management/Marketing and in Inventory control. Actively involved in managing a team and led to successful completion of various projects. With practical experiences in contacting influencers to enhance the brand and with performing digital marketing across all platforms, I have not only gained knowledge about those but also in video production, creating designs with Adobe, Infographics and maintained analytics for the same. With experience in Sponsorships matrix and identifying the right sponsors and pitching to live clients in school gave me valuable experience and insights into sponsorships.

I have also constantly upgrading myself as per the market needs and additionally I am one who constantly strives for the best and raising the bar in every project/action I take for the betterment of the organization as well as myself. I have an uncompromising work ethic that will work in accordance to your vision thus helping in achieving the organization standards par with the business strategies. I also have relevant experience in running special conferences and trade shows for two years, managing various sectors from planning to conducting and executing tasks on a timely manner and measured and analyzed the ROE to drive further results.

Attached is a copy of my resume for your perusal. I am excited at the prospects of joining such a fast paced working environment as yours. I welcome this opportunity to discuss with at a convenient time so I can outline my skills and experience in detail which will give you an over view of myself. Please feel free to contact me in the above mentioned telephone number. Looking forward to hearing from you.

Sincerely,
Karthikeyan Kumaran.