Curriculum Vitae

Karthick Vivekanandan,

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No 31/11, 1st floor, 12th Main, Hosahalli Extension,

Vijayanagar,

Bangalore – 560040,  **Email id:** [**viv.karthik@gmail.com**](mailto:viv.karthik@gmail.com)

**Ph. No.: +91 9632884745**

**Objective:**

To work in an organization with a conducive atmosphere, where professional experience, education, leadership qualities, and team playing abilities stand as an advantage for personal growth thereby contributing to the growth of the organization. Targeting senior level assignments in Project Management with an organization of repute.

**Job Description**

**SEO**

Qualified SEO professional with experience in keyword research, link building, I have a passion for optimizing websites to achieve business goals and for improving SE rankings with my creative approach and thorough research.

**Media Monitoring**

* Leading numerous projects with varied scope that involves Private Equity Funds, Hedge Funds, Sovereign Wealth Funds, Smartphones, Consumer Electronics, Entertainment Industry, Pharmaceutical Industry and Enterprise Security, Event monitoring (Consumer Electronics Show, *Las Vegas,* Oracle OpenWorld) among others
* Communicating with the clients for better reports along with the accommodation of new requests initiated by them.
* Newsletters (Consumer Electronic Show, Las Vegas for Panasonic)
* Lead VMS (Visual Management System)
* Trained others for capable handling of reports
* Played a vital role in process improvement on all the projects worked on till date
* Improved all the projects associated with for better productivity, quality and time management
* Handled multiple reports simultaneously with emphasis on timeliness, quality and dependability

**Consumer Electronics Show:** 2008 - 2014

* Lead this event monitoring project for 7 years for Panasonic.
* It involved the monitoring of Online, Print, Broadcast and Social Media along with blogging of all the innovations (B2C & B2B) exhibited during the show in real time.
* The team comprised of around 15 people.

**Content Writing**

**Experience:** 7 years

* Content Writing, Creative Writing, Editing & Proofreading, Blog Writing, Social Media & Web Writing, Curating
* Creative Content for events
* Summarizing articles

**Samples:**

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***Professional Experience:***

**KredX**

**Tenure:** February 2019 – till date

**Senior Content Writer**

* Marketing Content for B2B – Fintech
* Blog writing, marketing collaterals, sales pitch
* Social Media content including Creative, SEO friendly content
* White papers, newsletters and Op-ed articles
* Content for campaigns through ZOHO, events, client communications

**Blogs**

[5 Business Trends to Look For in 2020](https://kredx.com/blog/5-business-trends-to-look-for-in-2020/)

[Union Budget 2020-2021: What India Expects](https://kredx.com/blog/union-budget-2020-2021-what-india-expects/)

[Budget 2020: Favoring the Foreign Investors And MNCs](https://kredx.com/blog/budget-2020-favoring-the-foreign-investors-and-mncs/)

[Driving Digital Transformation: The CFO’s Role](https://kredx.com/blog/driving-digital-transformation-the-cfos-role/)

[The Aligning Of Cloud With The CFO Role](https://kredx.com/blog/the-aligning-of-cloud-with-the-cfo-role/)

[Redefining a CFO’s Role with Respect to Digitization, GST and GDP](https://kredx.com/blog/redefining-a-cfos-role-gst-gdp-digitization/)

[The Effect Of Fintech On Assets Management](https://kredx.com/blog/the-effect-of-fintech-on-assets-management/)

[Fixed Deposit Vs Mutual Fund: Which Is Better?](https://kredx.com/blog/fixed-deposit-vs-mutual-fund-which-is-better/)

**Infographics**

[8 Key Takeaways From Budget 2020 For Businesses In India](https://kredx.com/blog/8-key-takeaways-from-budget-2020-for-businesses-in-india/)

[4 Key Takeaways From Budget 2020 For Investors In India](https://kredx.com/blog/4-key-takeaways-from-budget-2020-for-investors-in-india/)

**Whitepapers**

[Managing The Modern Day Treasury](https://www.kredx.com/resources/whitepapers/managing-the-modern-day-treasury/)

[Data Analytics and The Modern Day CFO](https://www.kredx.com/resources/whitepapers/data-analytics-and-the-modern-day-cfo/)

**XOXODAY**

**Tenure:** October 2017 – May 15, 2018

**Senior Content Manager**

* Content management of experiences for both B2C and B2B.
* Decision making on pricing of experiences and curation
* Closely work with the Business Development (BD) and sales team for revenue generation
* Closely work with SEO team for maximum online traffic of company experiences
* Closely work with Tech team for tweaking key modifications on product website
* Hiring of content writers
* Blog writing for promotion of company products

**JWW – Journiey World Wide**

**Tenure:** March 2017 – August 2017

**Content Writer**

* Creating Creative content for theme based events
* Designing event PPTs for clients
* Creative content for EDM invites and itineraries
* Preparing case studies of events
* Worked on various events including international with world’s top brands like HPE, Netapp, Redhat, Alstom, Timken, AMC to name a few.
* Taglines and advertising content for Hammers gym

**Genpact**

**Tenure**: March 2013 – February 2017

**Senior Media Analyst**

* Lead all the event and special monitoring spread across all the industry domains
* Involves client communications specifically with U.S region
* Handling a team of Senior Associates and Business Analysts

**Empower Research Knowledge Services Ltd.**

**Media Analyst** - **Tenure**: January2008 – January 2009

**Media Analyst LV 1** - Tenure: January2009 – January 2010

* Involved timely monitoring of web content along with special requests
* Delivered error free reports on timely basis

**Media Analyst LV 2** - Tenure: January2010 – January 2011

* Involved Special and Event monitoring with huge coverage
* Handled multiple assignments/reports

**Media Analyst LV 3** - Tenure: January2011 – January 2012

* Handled team of Media Analyst on various assignments
* Client communications

**Senior Media Analyst** - Tenure: January2012 – January 2013

* Client communications
* Team management, hiring and training

**PREVIOUS WORK EXPERIENCE**

**Medreich Ltd, Bangalore**

**Quality Control Officer** - Tenure: January2006 – January 2007

**Job Description:**

* In charge of the Quality Control department for packaging material.
* Involved in thorough quality check of packaging material consignments as well as lab experiments.

**Functions Supported:**

* *Training*
* *Hiring*
* *Innovation*
* *Process Improvement*
* *Team Management*
* *Resource Planning*
* *Administrative*
* *Business Development*

**Skill Set**

*Digital Marketing*

* SEM – Search Engine Marketing, Search Ads, Shopping Ads, Display Ads
* SEO – On-page, Off-page, Wordpress, Quora Marketing, Content Optimization, HTML Tags, Backlinks Building, SEO techniques, Domain and Page Authority
* SEO Tools – Google Analytics, Google Webmaster, Google Keyword Planner, MOZ tool, SEOMoz
* SMM – Facebook, Twitter, Linkedin, Instagram, Pinterest, Tumblr
* SMM Techniques and tools – Social Media Optimization, Facebook Ads and Analytics, Twitter Ads and Analytics, Linkedin Ads and Analytics, Instagram Ads and Analytics, Hootsuite
* Email Marketing
* *Content Writing*
* *Creative Writing*
* *Hiring*
* *Data Processing*
* *Process Improvement*
* *Trainer*
* *Social Media Monitoring*
* *Social Media Listening*
* *Competitor Analysis*
* *Team Management*
* *Training & Mentoring*
* *Client Coordination*
* *Research & Analytical Ability*

**Certificate**



**Databases:**

Cision, Critical Mentions, Quantcast, Compete, Twitter, Facebook, YouTube and other Social media tools.

**Online Media Resources:**

Factiva, Radian6, Meltwater

**Other Online Resources Used:**

All Google Tools (Image Search, News Search, Web Search, Google Docs, Blogger, Google Translate etc.), Microsoft Online Docs

**Education:**

* **MSc.** **Biotechnology** from **Don Bosco College – 2006**
* **BSc Biotechnology** in SSMRV College **- 2004**
* **PUC** in **Sudharshan Vidya Mandir - 2001**

**Hobbies:**

Music, Movies, Sketching

**Personal Details:**

**Name:**

Karthick Vivekanandan

**Date of Birth:**

September 14, 1983

**Permanent Residential Address:**

C/O Vivekanandan P, #1231, 2nd Floor, 2nd Phase, Chandra Layout, Vijayanagar, Bangalore – 560040,

**Employment Status:**

Full Time

**Declaration:**

The above information is true to best of my knowledge

***Signed/-***

***Karthick Vivekanandan***