

Karthik Nair

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CAREER OBJECTIVE

Ambitious Computer Science student with a keen interest in marketing and analysis. Seeking a position to utilize my analytical skills, strong communication abilities, and internship experiences to contribute effectively to the growth and success of a forward-thinking organization.

WORK EXPERIENCE

- **Marketing Manager Internship**
Coding Jr.
Dec 2023 - April 2024 (5 months)
- **Content Writing Internship**
Cultural Affairs Cell, Parul University
March 2023 - June 2023 (5 months)
- **Event Management Internship**
Cultural Affairs Cell, Parul University
March 2023 - June 2023 (5 months)
- **Social Media Planner And Researcher Internship**
Branding And Media Relations, Parul University
Oct 2022 - Feb 2023 (4 month)

EDUCATION

- Bachelor of Technology (B.Tech), Computer Science & Engineering
Parul University
2021 - 2025
- Senior Secondary (XII), Science
Tree House High School
GUJARAT BOARD
Year of completion: 2021

Trainings

Program For High Tickets Selling Appointment Setter And Closer

- Upcult, Online
Jun 2023 - Aug 2023
- Trained in Facebook Ads, AI tools, WhatsApp marketing
- Prospecting, cold calls, and email marketing
- Appointment setting and closing across various social media platforms (Instagram, Facebook, LinkedIn)

POSITIONS OF RESPONSIBILITY

- **Event Organizer:** Successfully orchestrated **16+ cultural** celebrations and megaevents for audiences and students ranging from 700 to 4000+. Additionally, choreographed stage events for notable promotions like "**Congratulations**", "**Rocky Aur Rani Kii PremKahaani**", "**Jogira Sara Ra Ra**" etc.
- **Event Head:** Led core teams for over 25 major events and organized more than 65 sub-events, consistently ensuring smooth execution. Developed strong coordination skills and excelled in managing high-pressure environments, delivering successful outcomes for each event.
- **SMP&R:** Managed over 20+ Instagram Profiles, handling a team of 40+ Social Media Creators, also leading them for mega events.
- **Marketing Manager:** Right from prospecting to appointment setting and closing deals, I successfully guided various institute and agency owners through the process, ultimately pitched them to buy franchise and partnerships.

Skills

- Research and Analytics
- English Proficiency
- Search Engine Optimization (SEO)
- Google Suite (G Suite)
- Copywriting and Script writing
- Social Media Marketing
- Appointment Setting
- Marketing and Campaigns
- Ads (FB, Google)
- B2B Sales
- Lead Generation and Qualification
- CRM and Email Automation

LANGUAGES

English Malayalam Gujarati Hindi Tamil

Notable Contributions

High Ticket Appointment Setter and Closer : Set and closed clients for various Coaches, Trainers, and B2B agency.