



Hi!



I'm **Karthik Vaddadi**

Digital Marketer

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Experience

PKC India

Chennai TN

3 months

March 21 - May 21

Social Media Management
Illustration Design
Public Relations Campaign
Content Writing

Devathon

Hyderabad TG

1 year

Nov 19 - Feb 21

Social Media Management

Analysed and identified platforms with suitable audience and better reach

Promoted content from website blog to Twitter LinkedIn Facebook Medium and HackerRank

Graphic Design

Designed illustrations & logos for 17 blog posts, 4 landing pages and a complete website using **Inkscape**

Email Marketing

Designed email templates using Inkscape and ran email marketing campaigns through **SendinBlue**

Animated GIFs for Email Campaign

Designed vector graphics based on animation concepts and created 8 animated GIFs using **Synfig Studio & Blender**

SEO Implementation

UI/UX Design

Web Scraping using **Puppeteer**

Animation & Video Editing for Product Demos

Content Writing

Party Animal Games (remote)

Kowloon HK

9 months

Jan 19 - Sept 19

Unity Game Development

3D Modelling

Rigging & Animation

UI/UX Design

Augmented Reality using Vuforia

Local Multiplayer Implementation

Course Instructor

Udemy

years

April 18 - Present

Produced content of over 2 hours for game development courses

Published and marketed the courses in relevant channels

Skills



Search Engine Optimization



Email Marketing



Video Marketing



Graphic Design



Video Production & Editing



Social Media Marketing



Motion Graphics & Animation



Content Writing



Education

Amrita School of Business

MBA in Marketing

July 2017 - August 2019

Coimbatore TN

Sharda University

Bachelor of Commerce

July 2014 - May 2017

Greater Noida UP

Certifications

Social Media

Hubspot

SEO Specialization

Coursera UC Davis

Google Analytics

LinkedIn Learning

Content Marketing

LinkedIn Learning

Hobbies

3D & Game Development

Unity | C# | Playmaker | Blender

Music Production

Reaper | XPand!2 | ProTools Lite