Karthikeyan Palanisamy

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Google Analytics Academy
Advanced Google Analytics
Certificate of Completion
KARTHIKEYAN P
Awarded for successfully completing the course "Advanced Google Analytics"

Career Objective:

To be part of an organization where I can I fully utilize my skills and make a significant contribution to do the success of employer and at the same time my individual growth.

Experience and Educations:

Experiences	1. Analyst – TMS (Digital Analytics Implementation) at Annalect – Feb 2025 to Present 2. PPC Analyst (Digital Analyst) at Veranda Race - Feb 2024 to Feb 2025 3. Analyst - Digital Marketing & Analytics at Digifuse - Jul 2022 to Feb 2024
Key Role & Responsibility	**Tag Management:** ✓ Analytics and Media Tags Implementation through Tag management tools – Ensighten, Adobe Launch, GTM ✓ Gathering requirements from client side for the creation of template for creating the Tags to Pull the Key Insights ✓ Create, Test, Deploy & Manage 3rd Party Marketing Tags in Google Tag Manager ✓ Set Up Event Tracking through Google Tag Managers ✓ Set up Conditions/Triggers in Tag Management Tools ✓ QA or validate analytics variables and 3rd party marketing pixels ✓ Analytics audit to find broken tags and data anomalies **Analytics:** ✓ Involving client Google Analytics Configuration & Implementations ✓ Digital Analytics Process Define & Set Up ✓ Pulling Key Metrics from Analytics Tools ✓ Create Dashboards with help of Google Data Studio/Looker Studio ✓ Using Zoho CRM for Marketing Campaign Analytics and Schedule Reports ✓ Create Advanced Reports by GA Explorations and Pull the Key Insights ✓ Create and Distribute Daily, Weekly and Monthly reports ✓ Preparing Ad hoc reports ✓ Real-Time Analysis **Digital Marketing:** ✓ Set Up Campaigns, Ad Sets and Ads in Google & Facebook Ads Manager ✓ Produce Regular Campaign Performance Reports using Google Analytics ✓ Create Remarketing & Conversion Tags and Facebook Pixel with help of GTM ✓ Regular Campaign Performance Report Distribution

Tools	Tag Management:
	
	   ✓ Google Tag Manager
	   ✓ Ensighten
	   ✓ Adobe Launch
	
	Analytics:
	
	   ✓ Google Analytics – Certified by Google
	   ✓ Microsoft Clarity
	   ✓ SEMRush
	   ✓ Facebook Insights
	   ✓ Zoho Analytics
	
	Digital Marketing:
	
	   ✓ Facebook Ads Manager – Certified by Facebook
	   ✓ Google Ads - Certified by Google
	   ✓ Google Search Console

Education	B.E in Mechanical Engineering K.Ramakrishnan College of Engineering – Trichy
Techniques	Digital Analytics, Tag Management, SEM, PPC
Additional Skills	HTML, CSS, Java Scripts, Typing, MS Office, SQL, Python, Zoho CRM, Power BI, Canva
Client Websites	Verandarace.com, Digifuse.co.in, Drdad.in, Felicity.care, Rentnap.com, Volkswagen.co.in, Audi.in, Skoda-auto.in

Portfolio:

I.   Volkswagen, Audi, Skoda
      a. Tag Management, Digital Analytics
II.   Verandarace.com
      a. Digital Analytics, Tag Management, Regular Reports, Adhoc- Reports
          CRM, Google Ads, Facebook Ads
III. Digifuse.co.in
      a. Digital Analytics, Tag Management, Regular Reports, Campaign Management
IV. Drdad.in
      a. SEO, SMM, Regular Reports
V.   Felicity.care
      b. SEO, Google Analytics and Facebook Ads Manager
IV. Rentnap.com
      a. Facebook Ads Manager, Facebook Insights

Academic performance:

- In my school days, I won several awards, certificates & prizes especially, I awarded for excellence in education
- In my college, I received Subject Topper Award and Also I secured Distinction in my Engineering Degree with 8.6 CGPA

Personal profile:

Date of Birth: 04^h Mar 2001

Gender: Male

Marital status: Single

Father's name: T. Palanisamy

Nationality: Indian

Languages Known: Tamil, English

Hobbies: News/Blog Readings, Cricket, Volleyball

Permanent Address: 4/48- Perumal Kovil Street, E.Vellanur (PO), Lalgudi (TK), Trichy (DT) - 621712

Declaration:

I hereby declare that the above furnished information is true to best of my knowledge. I assure you, if I'm given a chance, I will execute my work to the fullest satisfaction of my superiors.

Place:

Date: **(Karthikeyan Palanisamy)**