Gokul Dhamodaran

Business & Data Analyst | SQL · Python · Power BI | B2B Growth Analytics | AI Product Builder
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SUMMARY

Business and data analyst with 5+ years turning marketing and operations data into decisions for leadership teams across North America, Europe and APAC. Promoted to Senior Analyst at Kaar Tech, contributed to a 35% increase in qualified pipeline across 100+ enterprise accounts, and led a team of 4 digital marketers at RLT Group. Certified Scrum Product Owner and MBA candidate in Management Science & Quantitative Methods who also builds AI analytics tools.

SKILLS

Business Analytics: SQL (PostgreSQL, DuckDB), Python (pandas), Advanced Excel, Power BI, Tableau, Looker Studio, GA4, RapidMiner, A/B testing, KPI and metric design, forecasting, predictive modeling

Business Analysis & Product: Requirements gathering, user stories & acceptance criteria, root-cause analysis, UAT & data validation, competitive and market analysis, stakeholder reporting, product strategy, roadmaps and release planning, Agile/Scrum

Growth Marketing: Google Ads, Meta Ads, LinkedIn Ads, SEO and content, account-based marketing (Demandbase, ZoomInfo, Apollo, Lusha, LinkedIn Sales Navigator), email and automation (HubSpot, Zoho CRM, ActiveCampaign), events and webinars, SEMrush

Engineering & Platforms: Next.js, TypeScript, React, FastAPI, Playwright, Docker, AWS, LLM APIs & AI agents, Supabase, GitHub, REST APIs, Salesforce, HubSpot, JIRA, Asana, Figma, WordPress, Liferay, Canva, Adobe Creative Suite, Microsoft Office Suite, Render

EXPERIENCE

Marketing & Communications Graduate Assistant Jul 2025 – Present
Illinois State University, School of Teaching and Learning · Normal, IL

- Manage the department's marketing calendar across social media, email, events, video and the WordPress website.
- Create videos, graphics and written content, and track social, email and website engagement in Excel and Power BI dashboards to improve departmental outreach.

Academic Aide, Data Analytics Feb 2025 – Jul 2025
Illinois State University · Normal, IL

- Supported 20+ graduate students in RapidMiner and applied analytics: data preparation, modeling and interpretation.
- Provided one-to-one analytics support adapted for a visually impaired student.

Senior Analyst, Growth Marketing Nov 2023 – Dec 2024
Kaar Tech · Chennai, India

- Promoted from Digital Marketing Analyst to Senior Analyst in Nov 2023.
- Analyzed account and persona data for an account-based marketing program covering 100+ enterprise accounts (HubSpot, Demandbase, ZoomInfo, Apollo), contributing to a 35% increase in qualified pipeline.
- Built Power BI and Google Analytics dashboards with SQL and Python to track ROAS, CPL, CTR and pipeline contribution; delivered weekly performance reports with optimization recommendations to senior leadership.
- Planned and ran multi-channel campaigns for SAP-focused enterprise solutions across North America, Europe and APAC, each with its own budget, timeline and KPIs.
- Managed the WordPress and Liferay websites and global events and webinars, and mentored a team of digital marketers.

Digital Marketing Analyst Nov 2022 – Oct 2023

Kaar Tech · Chennai, India

- Ran A/B tests on creatives and audiences across Google Ads, LinkedIn and Meta, and adjusted bids and targeting from daily performance data.
- Tracked organic performance in SEMrush and Google Analytics to guide keyword and on-page work, supporting an SEO and content program that contributed to a 140% increase in digital impressions.
- Directed brand and creative for the A91 funding round and the Dunn Solutions acquisition.

Digital Marketing Specialist Nov 2020 – Nov 2022

RLT Group of Companies · Chennai, India

- Led a team of 4 digital marketers running paid media on Meta, LinkedIn and Google Ads for multiple B2B industrial brands, each with its own goals, budget and KPIs.
- Automated weekly reporting with SQL and Python into Power BI, Tableau and Excel dashboards, giving leadership and clients visibility into CPL, CTR, ROAS and lead quality.
- Grew combined social following by 60%+ through planned content calendars, and produced and edited 50+ brand and product videos.
- Built WordPress websites for RLT Solutions, RLT IIHM and RLT Academy, and set up lead automation, email workflows and CRM integration.

Earlier experience

Digital Marketing Executive, Yoyo Lunch Box Nov 2020 – Jan 2021
Business Development Intern, O2Saver Sep 2020 – Nov 2020
Marketing Analyst Intern, Powersports International Nov 2018 – Dec 2019

PROJECTS

Euliv Analytics — AI analytics platform (live, gd360-analytics-web.onrender.com)

Python/FastAPI, React/TypeScript, PostgreSQL, Supabase, REST APIs, LLM APIs

- Built Euliv Analytics, a live AI analytics platform that answers business questions in everyday language, owning product, data and delivery from idea to production in 10 months across 58+ release cycles and 130+ specs.
- Integrated 20+ data sources (PostgreSQL, Snowflake, BigQuery, GA4, HubSpot, Stripe and more) behind a governed metric layer so every number traces back to its source query; benchmarked Hex, Looker Studio, Metabase and Mode to set three-tier pricing.

Vantage — AI job-application platform (live, vantagejobapply.onrender.com)

Next.js, TypeScript, Supabase/PostgreSQL, Playwright, Docker, Chrome extension, LLM APIs

- Built Vantage, a live AI job-application platform that writes a resume and cover letter for each job with a truth guard against invented facts, and fills Greenhouse, Lever, Ashby, Workday and iCIMS forms through a Chrome extension.
- Built job discovery across about 250 employers' career sites every 3 hours with ghost-job detection, cut ranked job search from 4.5 s to 0.3 s, and turned inbox emails into tracked applications and calendar events.

OptionPilot — AI-assisted index options trading desk (private)

Python, broker API, LLM APIs, AWS, Telegram

- Built OptionPilot, an AI-assisted trading desk for NIFTY, BANKNIFTY and SENSEX index options that plans each day, paper-trades new strategies and reports to Telegram, with risk limits enforced in plain code.
- Built a strategy research loop with nightly-retrained forecast and volatility models, a 12-year backtest of 288 strategy variants, and 534 automated tests.

gokuldhamodaran.com — WordPress CMS optimization (live)

WordPress, PHP (custom theme and plugin), Rank Math, LiteSpeed Cache, GA4, Python

- Refreshed 15 older articles with new covers, 43 data graphics, tuned SEO fields and FAQ schema, raising their average Rank Math score from 53 to 76.
- Rebuilt the site on a custom WordPress theme with structured data, llms.txt and IndexNow; triaged 3,447 spam comments, found 174 unused media files (136 MB), and added a leads inbox with GA4 lead events.

Content Studio — LinkedIn and content publishing automation (live)

WordPress plugin (PHP), Python, Playwright, LinkedIn API, GitHub, LLM APIs

- Built a custom WordPress plugin that plans, drafts and designs 3 SEO articles a week, each published only after one-click approval by email.
- Automated LinkedIn publishing through LinkedIn's official API: each approved article becomes a PDF carousel 3 hours after publishing and a 6-second motion post the next morning.

EDUCATION

MBA, Management Science & Quantitative Methods Expected Dec 2026

Illinois State University · Normal, IL

BBA, Management Apr 2020

Hindustan College of Arts & Science · Chennai, India

CERTIFICATIONS

Certified Scrum Product Owner (Scrum Alliance) • Google Data Analytics (Google) • Marketing Analytics (Meta)
HubSpot CRM, Marketing Automation & Digital Advertising (HubSpot)
ABX Digital Marketing Specialist (Demandbase) • SAP Professional Fundamentals (SAP)
Foundations of Business Strategy (University of Virginia)
Semrush SEO: On-Page & Technical, Keyword Research (Semrush)
Product & Performance Marketing (GrowthSchool)

AWARDS

- Emerging Leader, Kaar Tech (2024)
- Outstanding Contribution, A91 funding round and Dunn Solutions acquisition, Kaar Tech (2023)
- Star of the Month, Kaar Tech (2023)