

KARTHIK BABU

Brand & Marketing · Content and Creator Programmes · A&R Scouting · Analytics & Project Management
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PROFILE

Two master's degrees and an engineering bachelor's, across three countries. A Master of Fashion Management from NIFT India covering brand management, merchandising and consumer behaviour. An MSc in Entrepreneurship at HHL Leipzig with an exchange semester in MSc Project Management at La Salle Barcelona. A B.Tech in Electrical and Electronics Engineering before either.

Professionally: a year as a management consultant at Tenex, building the recurring reporting, competitor benchmarking and management presentations that international client accounts made decisions from. Currently running creator campaigns and a content calendar end to end on a TikTok affiliated externship. Comfortable moving between a spreadsheet, a creative brief and a supplier call.

Looking for: brand and marketing, content and creator work, A&R and music, growth and analytics, or product and project management, in a company where the two halves of my background stop competing and start compounding. Working language English at C2. German B1 and improving. Valid German residence permit to July 2027, no sponsorship needed.

EXPERIENCE

Brand & Content Strategy Externship — TikTok x Extern (Sapphire Studios)

Remote | 2026 – Present

- Source creators who fit the brand, write the briefs, and coordinate them through campaign execution.
- Own the content calendar and production planning end to end, from concept through shoot to publishing.
- Film and edit short-form video and build the graphics around it in CapCut and Canva.
- Report reach, engagement and growth per piece on a fixed cadence, including what underperformed and why.
- Run trend and competitor monitoring across TikTok and Instagram and convert findings into recommendations.
- Use AI daily for research, ideation, scripting and drafting, editing everything before it ships.
- Mentored by TikTok's Head of Agency.

Tenex Consulting — Management Consultant

Gurugram, India | July 2022 – May 2023

- Built the weekly and monthly reporting for international client accounts and ran the analysis underneath it, written so a decision maker could act on it in four minutes.
- Ran competitor and market benchmarking on features, pricing and positioning, and turned it into commercial recommendations client teams acted on.
- Prepared and maintained the management presentations and templates used across recurring review and kick-off cycles.
- Tracked deliverables, status and open action items across workstreams, and followed up with internal teams and external agencies across several time zones until fixed dates were met.
- Documented and simplified recurring processes so they ran without escalation.
- Raised risks and slippage early rather than at the review.

COMO Designer's Collective — Retail & Brand Concept Project

Goa, India | 2021

- Developed in-store concepts for three locations covering layout, display, lighting and signage, held consistent across all three sites.
- Worked back from the collection and the target customer to how the assortment should sit on the floor.

National Institute of Fashion Technology — Event Lead, Spectrum

Kannur, India | 2019 – 2021

- Delivered the institute's flagship annual event for 500+ attendees end to end: venue, logistics, partners, timeline, budget and the campaign that filled the room.
- Coordinated speakers, sessions and volunteers, and handled the communication that kept every party informed.
- Elected Class Representative.

SELECTED PROJECTS

Independent A&R Scouting Portfolio

2026

- Built a scouting portfolio of five independent artists, each screened for artist-side rights ownership so a conversation could start from a partnership.
- Kept it to five deliberately. Each carries benchmarks and a case, which a list of fifty names cannot.
- Compiled a separate ten-track international shortlist filtered on release recency, rights position and verifiable traction.
- Worked to one rule throughout: no estimated figures. Every number is sourced or the artist does not go in.

EDUCATION

HHL Leipzig Graduate School of Management

Leipzig, Germany | September 2023 – Present

MSc Entrepreneurship. GPA 1.8 (German scale, 1.0 highest). Online Marketing & Customer Analytics, Growth Management, venture building.

La Salle, Universitat Ramon Llull (Exchange Semester)

Barcelona, Spain | October 2024 – February 2025

MSc Project Management.

National Institute of Fashion Technology

Kannur, India | August 2019 – December 2021

Master of Fashion Management. Brand management, merchandising and range planning, consumer behaviour, retail, market research.

SCMS School of Engineering and Technology

Kochi, India | August 2014 – August 2018

B.Tech, Electrical & Electronics Engineering. Power electronics, control systems, electrical machines.

SKILLS

Brand & Marketing: Brand positioning, brand management, campaign planning, go-to-market support, seasonal calendars, range and assortment logic, trade marketing, retail concept, consumer behaviour, market research

Content & Creators: Creator sourcing and vetting, briefing, influencer campaign coordination, post-campaign reporting, editorial calendars, short-form video from concept to publish, copywriting, community management

A&R & Music: Artist scouting and shortlisting, rights-position screening, traction verification, scene mapping across regions

Analytics & Reporting: Excel (advanced, pivot tables and VLOOKUP), PowerPoint (advanced), Google Analytics, Instagram Insights, TikTok Creative Center, KPI dashboards, competitor benchmarking, recurring reporting cycles, business cases

Project & Operations: Project planning and tracking, milestone and risk management, action logs, cross-functional and agency coordination, process documentation, event and supplier logistics, stakeholder communication

Tools: Excel, PowerPoint, Word, Canva, CapCut, Photoshop, Lightroom, Premiere Pro (working level), Google Analytics, generative AI in daily workflow

Languages: English (C2, entire education conducted in English), German (B1, working toward B2), Hindi (C2), Malayalam (native)

CERTIFICATIONS

Google Project Management Professional Certificate (Google, 2021) · Marketing in a Digital World, with Honors (University of Illinois, 2021) · Inside LVMH Certificate · McKinsey Forward Program · Accenture and Forage consulting simulations

INTERESTS

Music: an active listener and scout across electronic, hip-hop and independent releases, including Malayalam and Indian independent artists.

Motorsport and motorcycling: follow the car industry across volume manufacturers and low-volume engineering outfits. Completed the Xtracks Himalayan adventure motorcycling programme, including Umling La at 19,024 feet.

Writing: essays and notes published at kartich.medium.com.

Fashion and beauty: a category I studied and follow as a customer, from ingredient labelling to retail execution.