



Rajesh Poovathumkadavil Karunakaran

Freelance Writer | Affiliate Marketer | Service Industry Expert

Mobile: +971 50 4950443 | **Email:** rajesh.pkadavil@gmail.com | **LinkedIn:**

[LinkedIn.com/rajeshpkadavil](https://www.linkedin.com/in/rajeshpkadavil)

Professional Summary

Dynamic and results-oriented professional with over 25 years of experience in the service industry and 3+ years in freelance writing and affiliate marketing. Proven expertise in customer relations, service management, and revenue growth. Adept at leveraging technical advisory, problem-solving, and leadership skills to deliver exceptional results. Passionate about content creation and digital marketing, with a track record of success on platforms like Medium.com and in promoting products through ClickBank and JVZoo.

Core Competencies

- Affiliate Marketing Strategies
 - SEO and Content Writing
 - Customer Relations and Engagement
 - Problem Solving and Technical Advisory
 - Service Management and Retention
 - Team Leadership and Development
 - Revenue Growth Initiatives
 - CRM and Inventory Management
 - Oracle ERP and MS Office Proficiency
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Professional Experience

Freelance Writer & Affiliate Marketer

December 2020 – Present

- Created and managed engaging content on Medium.com, focusing on articles that drive traffic and engagement.
 - Promoted digital products on platforms like ClickBank and JVZoo, achieving measurable growth in affiliate sales.
 - Leveraged SEO techniques to enhance content visibility and search engine rankings.
 - Developed and maintained an active online presence through LinkedIn and other social platforms to boost product outreach.
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Service Reception Manager | Senior Service Advisor

Juma Al Majid Est. (KIA & Hyundai Motors), UAE November 1998 – June 2015

- Managed customer engagement, addressing service/repair issues and ensuring optimal customer satisfaction.
 - Planned and prioritized job orders based on customer needs and business objectives.
 - Coached and motivated service team members to achieve targeted goals, enhancing overall team performance.
 - Coordinated after-sales follow-ups and maximized annual maintenance contract renewals.
 - Prepared warranty claims and liaised with the warranty department to ensure smooth processing.
 - Conducted KPI monitoring and implemented incentive programs to boost team productivity.
 - Collaborated with procurement and inventory teams to ensure timely availability of parts and equipment.
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Workshop Manager

Al Kayed Workshop (Mercedes-Benz Authorized Service), Dubai February 1991 – May 1998

- Supervised and managed service technicians and repair operations, ensuring high-quality service delivery.
 - Oversaw day-to-day workshop operations, including inventory management and training programs.
 - Conducted visual inspections, road tests, and vehicle history reviews to provide accurate repair assessments.
 - Ensured compliance with quality standards through rigorous inspection of repaired vehicles.
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Service Advisor

Al Habtoor Motors (Mitsubishi Motors Dealer), UAE March 1989 – September 1990

- Conducted quality inspections of repaired vehicles and managed training programs for service staff.
 - Addressed customer concerns and provided technical advice to ensure service excellence.
 - Supported inventory control and CRM operations for streamlined workshop activities.
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Education

- **Bachelor of Arts (Economics)** – University of Kerala, India (1983)
 - **Diploma in Automobile Engineering** – Board of Technical Education, Kerala (1985)
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Technical Skills:

- Oracle ERP, MS Office Suite (Word, Excel)
 - Automotive and Financial Software Systems
 - Internet Research and Web Operations
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Languages

- English, Arabic, Hindi, Malayalam
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Personal Details:

- **Nationality:** Indian
- **Visa Status:** Spouse Visa
- **Driving License:** Valid UAE License