

# Krishna Moorthy

+91 86065 36820 · krishnamoorthy96@gmail.com · @kdotinx  
Shanthy Villa, Erour North Tripunithira Ernakulam 682306



## ABOUT

27 year old entrepreneur running three profitable businesses in India and USA. Acquired nearly 10 years of experience in software and marketing, helping several billion dollar corporate achieve revenue goals and excel in marketing campaigns. Avid learner of what's happening in software, marketing and AI.

## KEY ACHIEVEMENTS

Performance head of Lulu Mall Trivandrum launch. Rebound from 100 to 200,000 Bottles

Generated more than 200cr revenue for HIC-ABF with performance marketing driven campaigns.

Developed a suite of applications for Hard Fork in 365 days, collecting software royalties.

## BUSINESSES & EXPERIENCE

**Triangle Business Intelligence Private Limited, India**  
**Founder, Managing Director**

**Sep 2021 - Present**

Generating over half a million dollars in annual revenue, Triangle has helped various multi-billion dollar corporates like Lulu, HIC-ABF, Blossom, Plant Lipids etc to achieve their marketing goals while generating crores of revenue year on year. Powered by a group of young talent, we provide business intelligence services to our clients who wants to cut through competitions.

**GRID LABS LLC, Delaware USA**  
**Founder, Director**

**Aug 2023 - Present**

Grid Labs has focused deeply on developing web frameworks and application solutions to our customers spread across more than 15 countries in various continents, including members from Nestle, USA Navy and NBA. The company has been successful in developing user experiences that works.

**CodeSteak LLP, India**  
**Founder, Managing Director**

**Dec 2018 - Present**

Developing websites for Indian companies and startups since 2018, enabling higher conversion rates and a modern outlook. Completed more than 1,000+ custom designed web pages in less than 5 years.

## EDUCATION & CERTIFICATIONS

**Bachelor of Computer Application**  
Majors: Analytics and Project Management  
**KMEA Arts and Science, Pukkattupadi**

**12th Computer Science**  
Mary Matha, CBSE Kakkanad

**10th Standard**  
Vyasa Vidyalaya, Kakkanad

## PAST EXPERIENCE

**WordPress Freelancer**  
2014 - 2017

**Top #2 Upcoming Blogger in India**  
2015, 2016