

HARSHITH KOTHAPALLI

(574) 300-1794 • harshithkothapalli99@gmail.com • [linkedin.com/harshith-kothapalli](https://www.linkedin.com/in/harshith-kothapalli)

EDUCATION

UNIVERSITY OF NOTRE DAME

Notre Dame, IN

Master of Science in Management (STEM) - Marketing Concentration; GPA: 3.509/4.00

May 2024

Courses: Automation & AI in Marketing, Strategic Decision Making, Market Research and Marketing Principles

GITAM UNIVERSITY

Hyderabad, India

Bachelor of Technology - Electronics and Communication Engineering; GPA: 3.63/4.00

Jun 2021

PROFESSIONAL SUMMARY

Results-oriented marketing professional with nearly 2 years of cross-functional experience in spearheading successful marketing campaigns, crafting effective brand strategies, and cultivating client relationships in dynamic agency settings. Demonstrated success in utilizing data analytics to enhance marketing efficiency and achieve service excellence.

EXPERIENCE

RED MATTER TECHNOLOGIES

Hyderabad, India

Client Services Manager

May 2022 - Mar 2023

- Spearheaded social media marketing strategy for “Dance Ikon” show on the Indian OTT platform “Aha,” resulting in over 160 million audience reach and more than 40 million user engagements.
- Directed the social media marketing campaign for the “RRR” movie on the OTT platform “Zee5,” devising a multichannel strategy that achieved over 12 million audience reach and 3 million user interactions.
- Orchestrated social media strategy for “Zee5 Telugu” campaigns, facilitating weekly stakeholder check-ins to ensure alignment and driving strategic recommendations, resulting in a 200% increase in user engagement.
- Championed cross-functional communication, enhancing marketing efficiency by 15% through streamlined workflows across external stakeholders, strategy, finance, operations, technical, and creative teams.

FIRST SHOW ONLINE SERVICES PRIVATE LIMITED

Hyderabad, India

Account Manager

Nov 2021 - May 2022

- Led the social media marketing campaign for India’s top-rated IMDb talk show, “Unstoppable with NBK,” achieving over 150 million impressions and securing two prestigious marketing awards.
- Devised and executed strategies for multiple meme and influencer marketing campaigns for the Indian OTT platform “Aha,” achieving over 18 million and 49 million reach, respectively.
- Spearheaded high-volume social media planning for the retainer client “Aha” across 5 concurrent projects, leading a team of 3 to achieve over 265 million impressions in 6 months.
- Analyzed social media performance data in Excel to uncover trends and audience insights, translating findings into actionable marketing strategies that improved service delivery by 20%.

PROJECTS

NOTRE DAME ATHLETICS

Notre Dame, IN

Student Consultant

Mar 2024

- Collaborated with Notre Dame Athletics to craft a strategic marketing campaign for the 2024 Blue and Gold Football Game, focused on increasing attendance and enhancing the fan experience.

STEELCASE

Grand Rapids, MI

Student Consultant

Oct 2023

- Conducted short-term consulting for Steelcase in the furniture industry, researching market dynamics impacting dealers' market share. Utilized Excel for data analysis and insights to formulate a brand recognition strategy.

SKILLS

Microsoft Office Suite: Excel, Word, PowerPoint, Power BI, Tableau, Adobe: Photoshop, Premiere Pro, Canva, Content Marketing, Content Creation, Digital Marketing, Email Marketing, SEO, Google Ads, Google Analytics 4, WordPress, Hootsuite, HubSpot CRM, Project Management, JIRA, Slack, Market Research, R, SQL, Data Analysis