

Anurag Reddy

SENIOR MANAGER

Profile

Friendly and engaging team player with a proven ability to thrive in high-pressure environments, coupled with a strong research-oriented and learning mindset. Holds an MBA in Marketing and a BTech degree in Computer Science, with a deep interest in and understanding of digital marketing portals and platforms.

Employment History

Senior Manager, ICICI Securities Ltd., Navi Mumbai

JUNE 2022 – PRESENT

- Assisted in integrating Adobe tools (Campaign, Analytics, and Target) into our website and apps.
- Assisted in integrating multi-channel platforms to facilitate cross-selling initiatives.
- Working as part of a cross-sell team to enhance customer retention and loyalty.
- Collaborated with the product team to boost month-on-month active customer engagement in Equity.
- Implemented drip campaign strategies across multiple channels to effectively encourage customers to purchase products.
- Analyzing customer behavior and displaying personalized banners tailored to specific audience interests.
- Creating automated real-time website and app lead drop campaigns.

Marketing Intern, DSP Mutual Funds, Mumbai

MAY 2021 – AUGUST 2021

- Analyzing customer behavior and footprint using Google Analytics.
- Managing social media advertising campaigns across LinkedIn, Instagram, and Facebook.
- Creating micro segments based on customer insights and executing personalized campaigns across social media platforms.
- Measuring and analyzing outcomes from executed campaigns.

Intern, Embibe, Bengaluru

MAY 2020 – AUGUST 2020

- Digitized all books and integrated them into Jio Fiber, ensuring all metadata tags were properly applied for future reference.
- Tools used- Excel, Robo 3T, Mongo DB, Anaconda Navigator

Education

Btech-Computer Science, NMIMS

JULY 2017 – APRIL 2022

CGPA-2.9

MBA(Technology Management)- Marketing, NMIMS

JUNE 2017 – APRIL 2022

CGPA-2.9

Certificates

- NISM Mutual Fund Distributor
- Digital Media and Marketing Principles
- Google Analytics for Beginners
- Digital Marketing Analytics

Details

Mumbai

India

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Links

[LinkedIN](#)

Skills

Microsoft Office

Adobe Campaign

Adobe Analytics

Adobe Target

Google Analytics

Vendor Integration

Content Writing

Social Media Marketing