

## V.SUBRAHMANYESWARA RAO

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### SUMMARY

Digital marketing strategist, a brand manager with expertise, knowledge, and leadership in product development lifecycle from conception to end user, that supports multi-marketing campaigns in a wide variety of capacities.

### BRIEF ON WORK EXPERIENCE

**Company :** Advertmotive Digital Marketing Consultants

**Duration :** Oct 2017 to Till Date

**Designation:** Digital Media Consultant

#### **Roles & Responsibilities:**

- Strategic role in manpower recruitment, business operations, campaign executions, lead generation, client acquisition/conversions, tracking sales and quarterly revenue analysis.
- Offered niche services to clients on website audit/analytics, Google Analytics, Net Insights, Omniture, WebTrends, On page & off page search engine optimization strategies, Search engine marketing (Google Ads, Bing Ads, PPC), ecommerce advertising, Google business manager, social media marketing/social media analytics, display/search advertising, video marketing on YouTube, influencer and affiliate marketing techniques.
- Content design with storytelling approach to increase brand reach and engagement on digital media channels.
- Execution of marketing campaigns for clients on social media platforms and provided performance metrics.
- Running full funnel email campaigns across the entire prospect lifecycle, focused on lead generation, qualification and building a sales pipeline.
- Hands on experience in analyzing the client business insights and preparing the proposals.
- Delivered metrics driven business insights for quick decision making.
- Analyzed performance metrics using Hubspot CRM. Hands on experience on all social media marketing tools, campaigns and analytics.
- Online reputation management and social listening of our client brands using hootsuite and buffer
- Responsible to generating leads for our clients using sms and whatsapp marketing techniques, email marketing using mailchimp.
- Understand different business verticals, performed primary research, prepare proposal along with budget distribution to identified channels and executed marketing activity according to the predefined marketing/ advertising plan and achieved the target.
- Built database from secondary research LinkedIn, events, and tools such as Discover.org, ZoomInfo, etc.
- Social selling and lead generation through Chabot's and other acquisition channels
- Reporting, tracking, and optimizing of overall marketing campaigns
- Converted inbound prospects to leads through lead nurtures across multiple channels
- Responsible for onboarding new clients and be the first point of contact in delivering the desired results.

**Company :** eLogic Tech Solutions India Pvt Ltd (Architecture & Interior Design)

**Duration :** Dec 2015 to Oct 2017

**Designation:** Digital Marketing Executive

**Roles & Responsibilities:**

- Implemented sales and marketing techniques using digital marketing segments like SEO, SMM, Email Marketing, Content Marketing and Hubspot CRM.
- Involved in B2B Software sales, negotiating and closing the deal. Increased visibility for magento ecommerce service by marketing strategies.
- Promoted IT services and AUTOCAD, REVIT, BIM services across all digital platforms.
- Involved in client acquisition and relationship management.
- Monitoring sales results and making adjustments to marketing plans as needed to increase exposure and sales.
- Identify trends and insights, and optimize spend and performance based on the insights

**Company :** Ramoji Film City (Tourism and Hospitality)

**Duration :** August 2013 to October 2015

**Designation:** Digital Marketing Manager

**Roles & Responsibilities :**

- Implemented SEO, SEM, PPC, SMM, Email Marketing, Content Marketing. Involved in offline marketing activities like attending exhibitions, newspaper and electronic media marketing.
- Increased online ticketing sales by 30% in 3 months.
- Involved in print and electronic advertising.
- Promoted SAHAS Adventure Park located within the premises of ramoji film city and attracted corporate clients using social media promotions.
- Implemented affiliate marketing strategies. Played important role in client support. Implemented hubspot CRM to integrate marketing, sales and customer support.

**Company :** Amazon India Pvt Ltd (eCommerce)

**Duration :** April 2011 to August 2013

**Designation:** Senior Customer Service Associate

**Activity :**

- Provided technical support to kindle users by voice, email and chat. Brought new sellers to the platform and assisted them in increasing the sales.
- Explained the benefits of listing the products and promoting them using paid advertising.
- Handled the team of 9 and allocated new goals which got achieved in specified time limit.

**Company :** DMV GlobalData (Market Research)

**Duration :** July 2009 to October 2010

**Designation:** Client Admin Executive

**Activity :**

- Market research and data analysis. Prediction of future growth segments related to alternate energy, clean tech and power.
- Involved in selling eTrack Software services to clients based out in US, UK and Asia.
- Offered after sales support using voice and email.
- Conducted Client Satisfaction Surveys, consolidating client's feedback, discussed with the respective R&A teams and incorporate any new changes on the website.
- Managed renewals of client memberships, registrations or extension of the usage of the eTrack software and reports provided by the company.

**Company :** WIPRO (Information Technology)

**Duration :** December 2007 to June 2009

**Client :** Dell

**Designation:** Associate

**Activity :**

- Support on the first line of help desk to the internal/external customers assisting users with hardware and software challenges via phone and email.
- Evaluate and coordinate IT Service desk including servers support, backups, networking, desktop/laptop.
- Provided support to US and UK clients. Cross selling the value added services and handle upgrade plans.

## CONSULTING PROJECTS

**Desinerz Lounge :** Interior designing firm ([www.desinerzlounge.com](http://www.desinerzlounge.com)). Helped them build rich website using bootstrap. Promoted the brand across all social media platforms. Increased the visibility of the brand on Google and yahoo search engines. Written influential content for the website. Created landing pages for email marketing, developed brochures, business cards, logo design and letter heads. Marketing its services to retail, real estate and hospitality segments to increase revenue.

**Wonderla :** Amusement theme park ([www.wonderla.com](http://www.wonderla.com)). Ran three month facebook, instagram campaigns and increased fanbase which inturn increased online ticketing sales, website traffic and page rank. Initiated email marketing campaign to increase corporate sales. Involved in closing the deals from hospitality, IT and Pharma companies.

**Obero Realty :** Real estate developer ([www.oberoirealty.com](http://www.oberoirealty.com)). SMS marketing activity has been initiated targeting high networth individuals. Recorded the inquiries and personally visited the customer to explain the property details and closed the deal.

**Trilochani Real Estates :** Real estate company is based out in visakapatnam and would like to generate quality leads. Effectively utilized real estate portals (Magic bricks, Housing.com, Nobroker), social media promotion, email marketing and sms marketing. Have got opportunity to engage with clients for successful sale conversion.

**Apollo Munich Health Insurance** : 50 quality leads on average per month generated using facebook and instagram marketing. Explained the benefits of health insurance and made the client to sign up. Designed the content and promoted on offline marketing segments like practo and nightingales. Implemented affiliated marketing to increase maximum app downloads from android play store.

**Laalsa** : Provided a business of 40 Lacs in six months by identifying and adding more than 150 restaurants and hotels in hyderabad and bengaluru to the Laalsa network. Promoted the brand using offline (Newspaper) and Online (Facebook). Explained the benefits of sign up and process of revenue generation to restaurant owners.

**Visaka Industries** : The company is into construction and building material supply. Provided digital marketing strategy to improve brand presence online using YouTube ads, Google ads, social media marketing. Generated leads via fb marketing and converted them into successful sales.

**Dr Vivek Venkatswamy** : Content design and political campaign execution for Ex MP (Peddapally constitution) on all social media platforms. Co-ordinate with on ground support mechanisms. Budget allocation to social media pages, whatsapp and sms marketing.

**Pragna Skin Clinic** : Increased website traffic from 2k to 15k per month in the span of 3 months. Creative designs for social media pages. Campaign execution on fb, instagram and linkedin. Increased online booking by 40% in 3 months. Performed email marketing campaigns/sms and whatsapp marketing about new trends in skin and beauty industry.

**Viba Pursuits Pvt Ltd** : Key player in establishing the organization with right talent acquisition, designed business operations and driving the team towards the goal. Initial set up of website and social media pages for this agency. Played vital role as a first point of contact for prospects and captured the leads from various segments. Key player in conversion of leads to a successful sale. Measure team performance and business metrics.

#### KEY SKILLS :

- Client management
- Design concept and creatives using canva
- Copy writing
- Photography and Video production
- Budget allocation and analysis on Return on Investment

#### CERTIFICATIONS :

Digital Ad Operations (DAOC) from Micro Systems Inc  
Certified Analytics & Insights Professional  
Google Ads and Analytical professional

#### LANGUAGES KNOWN:

Telugu, Hindi, English

#### HIGHEST EDUCATION QUALIFICATION:

Bachelor of Technology in Computer Science (JNTU, Hyderabad) from the class of 2003-2007