

## **Eswar Reddy Chintala**

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### **Professional Summary:**

- Self-motivated and success-driven Business Development Manager with 5 years of experience in new business development.
- Skilled employee with 7 years of experience in Digital Marketing.
- Excellent communication skills a clear understanding of business procedures, and the ability to work as an individual and also as a part of a team.
- Enhanced organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Managed and maintained a structured analysis of target markets, clients, and documentation in the CRM system.
- Prospected potential new clients and turned them into increased avenues of business.
- Developed negotiating strategies and positions by examining risks and potentials as well as estimating partners' needs and goals.
- Developed and oversaw marketing functions to identify key marketing strategies for successful new customer acquisition and sales growth.
- Quick learner and adaptable to new design patterns/frameworks for fast and quality development.

### **Work Experience**

**Digital Marketing;** Dec 2015 - Mar 2017

**SSN Venture, Melbourne - Australia**

- Creating, managing, and editing content in a web-based environment.
- Managing Google AdWords campaigns.
- Uploading website content using content management systems.
- Maintaining e-commerce platforms and applications.
- Creating an inbound and outbound digital marketing strategy.
- Fix bugs in .NET Programming Software applications.

**Business Development Manager;** May 2016 - Mar 2020

**Ann's Pantry, Melbourne - Australia**

- A startup in the food industry to enhance business by establishing outlets.
- Boosted company revenue by successfully establishing 4 new branches.
- Finding and developing new markets and improving sales.
- Increasing the value of current customers while attracting new ones.
- Planning and overseeing new marketing initiatives.
- Develop and implement business plans for multiple channels, including growth targets, trade spending, and cost of acquisition metrics.
- Draft and review contracts, business plans, and proposals.

**HITAKSH LLP (HA TAX) – Startup; Managing Partner: April 2021 – June 2022**

- Designed [www.hafintax.com](http://www.hafintax.com) website.
- Wireframing, Prototype, designed, and developed 'HA TAX' Mobile and Desktop applications.

**Nabhasya Realtors – Startup; July 2022 - Present**

- Designed a Property Search Platform [www.nabhasyarealtors.com](http://www.nabhasyarealtors.com) website.

**Education:** **Charles Sturt University** -Melbourne

Masters in Information Technology, November 2013 - June  
2015GPA: 4.33

**Gen Institute of Technology** - Melbourne

Diploma in Leadership and Management, 2018-2019

**Jawaharlal Nehru Technological University**, India

Bachelor of Electronics and Communication Engineering, 2009-2013

**Certifications:** **Telecommunications Certification Organization (USA)**

Certified Telecommunication Network Specialist, 2017

**Master's Graduate Project:**

### **RADIOFREQUENCY AND IDENTIFICATION ASSET MANAGEMENT**

This emerging technology will try to extract the factors that can enable to use of RFID technology to maintain inventory Security and Management. Finally provides a report with the market scope and discussion over benefit analysis.

- Background data preparation on RFID technology and complications over their implementation.
- Design a framework to implement RFID in the retail sector with relevant considerations like stock details and security.
- Prepare a capstone report on this emerging technology with the discussion of critical findings and market scope for implementation over the practical domain.
- **IT Supports - Data Management, System Integration, Network end operations, Sensor management.**

### **Web Hosting**

Designed a college website [www.nriinfo.in](http://www.nriinfo.in) and hosted the link with [www.nritech.edu.in](http://www.nritech.edu.in)