

# Addanki Hari Kiran

## Marketing Communications Specialist

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## Professional Summary

Results-driven Marketing Communications Specialist with 3+ years of progressive experience across electronics, AI, and retail sectors. Expert in managing complex vendor ecosystems, executing multi-channel marketing campaigns, and streamlining cross-functional operations. Proven track record of onboarding 100+ vendors, managing 200+ product launches, and optimizing communication workflows to drive measurable results. Recognized with "Rising Star" and "Best Performer" awards for operational excellence and strategic contribution.

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## Core Competencies

**Strategy:** Marketing Campaign Management • Multi-Channel Communications • Market & Competitor Analysis

**Operations:** Vendor Sourcing & Onboarding • Lifecycle Management • Inventory & Logistics Coordination

**Technical:** Data-Driven Performance Optimization • Compliance (RoHS/OFAC) • CRM & Database Management

**Leadership:** Cross-functional Project Leadership • Stakeholder Management • Process Improvement

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## Professional Experience

### Mouser Electronics, Bengaluru

**Marketing Communications Specialist** | Nov 2023 – Present

- Primary POC for key vendors; managed NPI, technical specifications, and inventory replenishment via POs
- Orchestrated end-to-end onboarding for 100+ vendors with 100% data accuracy and platform compliance
- Key liaison for President of Crowd Supply, coordinating cross-functional initiatives and vendor relations
- Managed 200+ product launches with streamlined specifications, accelerating go-to-market readiness
- Managed vendor databases (GitHub, Zaphod) ensuring flawless data architecture for global stakeholders

- Reduced customer complaint response times to under 24 hours by optimizing MOQ and lead time workflows
- Facilitated RoHS compliance and OFAC screening for seamless international trade support
- Recognized with "Rising Star" and "Best Performer" awards for exceeding performance benchmarks

## Khazana Jewellery, Chennai

**Management Trainee – Marketing** | Aug 2019 – Jan 2020

- Managed ATL/BTL branding for 48 retail outlets, ensuring brand consistency across South India
- Coordinated seasonal campaigns with media partners aligned to corporate goals

## Cognizant Technology Solutions, Chennai

**Programmer Analyst Trainee** | June 2016 – Dec 2016

- Completed intensive technical training in Mainframes domain; gained proficiency in enterprise data processing and systems logic

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## Education

### MBA in Marketing

Acharya Bangalore B-School (ABBS), Bengaluru | 2017 – 2019

### B.E. in Electronics & Communication

SCSVMV University, Kancheepuram | 2012 – 2016

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## Technical & Language Skills

### Tools

- GitHub, Zaphod, Primer, Inkscape, Brightcove, MS Office Suite

### Languages

- Telugu (Native)
- Tamil (Fluent)
- English (Professional)
- Hindi (Conversational)
- Kannada (Conversational)