

# Addanki Hari Kiran

## Marketing Communications Specialist

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### Professional Summary

Results-driven Marketing Communications Specialist with 3+ years of experience across electronics, AI, and retail sectors, currently supporting Crowd Supply as part of Mouser Electronics. Proven expertise in scaling vendor onboarding and product launch operations, managing complex vendor ecosystems, and ensuring compliance across global markets. Recognized for operational excellence with "Rising Star" and "Best Performer" awards, and known for driving accuracy, speed, and cross-functional alignment in high-impact marketing operations.

### Core Competencies

**Marketing & Operations:** Marketing Campaign Management • Vendor Onboarding & Lifecycle Management • Product Launch & GTM Operations

**Data & Tools:** GitHub • Zaphod • Primer • Data Accuracy & Workflow Optimization

**Compliance & Global Ops:** RoHS Compliance • OFAC Screening • Inventory & Logistics Coordination

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

### Professional Experience

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

Mouser Electronics, Bengaluru

- Act as primary point of contact for key vendors, coordinating NPI documentation, technical specifications, and inventory replenishment via POs
- Serve as a key liaison for the President of Crowd Supply, supporting cross-functional initiatives and strategic vendor relationships
- Lead end-to-end onboarding for 100+ vendors with 100% data accuracy and platform compliance
- Deliver 200+ product launches by streamlining specifications and accelerating go-to-market readiness
- Own vendor and product databases (GitHub, Zaphod), ensuring scalable and reliable data architecture for global stakeholders
- Optimize MOQ and lead-time workflows, reducing customer complaint response times to under 24 hours
- Independently facilitate RoHS compliance and OFAC screening to support seamless international trade operations
- Recognized with "Rising Star" and "Best Performer" awards for exceeding performance benchmarks

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

Khazana Jewellery, Chennai

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

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

Cognizant Technology Solutions, Chennai

- Completed intensive technical training in the Mainframes domain, gaining proficiency in enterprise data processing and systems logic

### Education

#### MBA in Marketing

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

#### B.E. in Electronics & Communication

SCSVMV University, Kancheepuram | 2012 – 2016

### Technical & Language Skills

**Tools:** GitHub, Zaphod, Primer, Inkscape, Brightcove, MS Office Suite

**Languages:** Telugu (Native), Tamil (Fluent), English (Professional), Hindi (Conversational), Kannada (Conversational)