

Priyanka Reddy

📍 Hyderabad, India | 📞 +91 8765432109 | ✉️ priyanka.reddy@email.com

Professional Summary

"Marketing specialist with 3+ years of experience in digital strategy and brand management, seeking leadership roles in FMCG sector."

Work Experience

Assistant Marketing Manager

Hindustan Unilever, Hyderabad | 2021-Present

- Led a team of 5 executives for rural market campaigns
- Increased brand penetration by 30% in Tier-3 cities

Marketing Intern

PepsiCo India, Gurgaon | Jan-Jun 2020

- Conducted competitor analysis for new product launch

Academy

Master of Business Administration (Marketing)

Indian School of Business, Hyderabad | 2020 | 8.9 CGPA

Bachelor of Commerce

Osmania University, Hyderabad | 2018 | 85%

Achievements

- Best Campaign Award at HUL (2022)
- National Marketing Olympiad Winner (2019)

Skills

- Digital Marketing, Google Analytics

- Team Leadership, Market Research