

Narender Ravulakollu

Nationality: Indian **Date of birth:** 09/08/2000  **Phone number:** (+91) 9618294759

 **Email address:** narenderravulakollu@gmail.com

 **LinkedIn:** <https://www.linkedin.com/in/narenderravulakollu/>

ABOUT ME

I am a motivated professional with a background in content creation and digital marketing. I specialize in crafting engaging content strategies, driving audience interaction, and optimizing social media presence. I am always eager to expand my expertise in the ever-evolving field of digital marketing.

WORK EXPERIENCE

Social Media and Content Marketing Executive

VisionIAS [02/07/2024 – Current]

City: New Delhi | Country: India

- Managed and published content across platforms like Instagram, Facebook, Telegram, YouTube, WhatsApp, and LinkedIn.
- Created engaging video scripts, post descriptions, and email campaigns to drive user interaction.
- Updated the website with banners and developed app notifications to enhance engagement and communication.
- Generated detailed analytics reports for social media platforms to track performance and refine strategies.

Freelance Content Writer

Miraa [20/06/2024 – 24/12/2024]

City: New Delhi | Country: India

- Published 40+ articles ranking at the top of Google, driving organic traffic growth.
- Created engaging B2B SaaS content for Asista and Salesforge to boost visibility and engagement.
- Developed content strategies focused on help desk automation, customer engagement, and outreach tools.
- Crafted SEO-optimized content, leveraging analytics to refine strategies and enhance performance.

Freelance Excel Content Creator

Be10x [09/11/2023 – 30/05/2024]

City: Hyderabad | Country: India

- Created Excel content focusing on VBA, Macros, and automation to streamline workflows.
- Uploaded over 70 tutorial videos on YouTube, driving a significant increase in views, engagement, and subscribers.
- Integrated AI solutions into Excel for personalized recommendations and advanced analytics.
- Monitored video performance using analytics to refine content strategy and improve viewer retention.

Technical Content Writer

AlmaBetter [15/06/2022 – 15/02/2024]

City: Bengaluru | Country: India

- Created SEO-optimized articles to enhance organic visibility and audience engagement.
- Designed educational materials and event resources to support learning and marketing initiatives.
- Developed persuasive email campaigns to improve outreach and user interactions.
- Led a content team, ensuring high-quality deliverables and effective collaboration.

Research Assistant Intern

AlmaBetter [03/12/2021 – 15/06/2022]

City: Bengaluru | Country: India

- Led AlmaBetter's student community by curating content, videos and quizzes to foster engagement and collaboration.
- Designed Instructor Guidelines to ensure consistent, high-quality delivery of data science courses.
- Executed practical data science projects, integrating hands-on experience into the curriculum.
- Improved the curriculum by aligning project outcomes with industry standards.

EDUCATION AND TRAINING

Digital Marketing Certified

HubSpot Academy [10/10/2024 – 02/01/2025]

City: New Delhi | Country: India | Website: <https://academy.hubspot.com/>

Bachelor of Technology in Mechanical Engineering

Geethanjali College of Engineering and Technology [05/06/2018 – 20/05/2022]

City: Hyderabad | Country: India | Website: <https://www.geethanjaliinstitutions.com/engineering/>

PROJECTS

[05/01/2022 – 20/05/2022]

Major Project: Design and Fabrication of Knee Exoskeleton Using 3D Printing Technology

- Developed a modular knee exoskeleton prototype to support patients with knee disabilities, incorporating polycentric motion through hinge mechanisms and pneumatic actuators.
- Conducted iterative design and structural analysis using SolidWorks and Ansys to optimize load-bearing capabilities and minimize stress.
- Fabricated the exoskeleton components using FDM 3D printing with ABS-PC material for durability and optimal performance.
- Successfully achieved project objectives, demonstrating practical application of electromechanical systems in medical devices.

LANGUAGE SKILLS

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

German

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Excel / Content Creation / Content Marketing / SEO Optimization / Email Marketing / Google Analytics / Social Media Management / Canva / Digital Marketing / WhatsApp Marketing

VOLUNTEERING

[05/04/2021 – 15/05/2021] Hyderabad, Telangana, India

Creative Eco-Warrior Volunteer

- Created an impactful environmental sustainability video, handling research, scriptwriting, and team collaboration.
- Received wide acclaim and significant viewership for creativity and effectiveness in raising awareness.
- Promoted positive change using engaging and innovative techniques.
- Contributed to Bhumi NGO's mission of environmental sustainability through strategic content creation.

HOBBIES AND INTERESTS

Photography, Reading, Writing, Fitness, Cooking, Exploring New Cultures, Watching Documentaries, Painting, and Traveling.

COMMUNICATION AND INTERPERSONAL SKILLS

Active Listening, Empathy, Team Collaboration, Conflict Resolution, Emotional Intelligence, and Adaptability.