**RESUME**

**Marketing Executive**

KATAPOGU RAJU

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Address:25/419-1A-457, Nandamuri Nagar,

Nandyal (District),

Andhra Pradesh,518501.

# SUMMARY

Established Marketing Executive experienced in creating exemplary branding campaigns. Experienced in Blue Nile Distilleries Ltd, Tanzania as a Marketing Executive with 1 years 6 Months experience and Zen Industries Ltd, Zambia as a Marketing Executive with 3 years 6 Months experience. Offering successful career history spanning 5 years 2 Months.

# Work Experience

## Marketing Executive

**Blue Nile Distilleries Ltd, Tanzania – 1 Years 6 Months**

* Plan travel to meet every dealer and maintain customer relation for promote company products.
* Analysed country competitor’s sales and implemented with different strategies overcome them.
* Involved newly product launch campaign promote and explain to customers about the product.
* Increased revenue by 90% through product improvements.

## Marketing Executive

**Zen Industries Ltd, Zambia – 3 Years 6 Months**

* Crafted marketing plans based upon extensive research and prospects targeting.
* Completed strategic competitive analysis by assessing strengths and weaknesses of competitors.
* Managed new product and content releases, from planning to implementation.
* Increased revenue by 85% through product improvements.

# Skills

* Event planning and execution
* Customer Relationship Management
* Market strategy development
* Sales promotions

**Languages Speak:** Telugu, English and Swahili.

# Education

**MCA** (Master of Computer Application)

Prabhath Institute of Computer Sciences (S.K. University) 2008-2011,

Percentage:66%, Nandyal, Kurnool (DT).

**B.Sc. (Math’s, Physics, Chemistry)**

Sri Rama Krishna (Autonomous) Degree College, (S.K. University) 2005-2008,

Percentage:64%, Nandyal, Kurnool (DT)

**Intermediate**

M.P.C. (Math’s, Physics, Chemistry) Junior College ,2003-2005,

Percentage:55%, Velgode, Kurnool (DT)

**SSC**

Z.P.H High School, (Board of Secondary Education HYD.) 2002-2003

Percentage:62%, Regadagudure, Kurnool (DT).

# Personal Details

NAME : KATAPOGU RAJU

FATHER NAME : KATAPOGU BALA RAJU

DOB : 09/07/1988

MARRIED STATUS : MARRIED

CURRENT LOCATION : INDIA

# Spouse Details

NAME : CHAVVA BHARATHI

DOB : 30/07/1999

RELATION : WIFE

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