

# Vishwarath Reddy

Looking for challenges!

vishwarath2000@gmail.com

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## Summary

Last 3 years have been the most exciting years of my life. I co-founded a startup which went on to impact lives of 100+ students across the country. I utilized my skills to promote and implement some kickass concepts for a prestigious literature festival. In my short stint with Deep Red Ink, I worked with some of the best organizations to implement their digital marketing strategies. I was part of founding team of Lean startup machine, Hyderabad. Currently, I am working as a project manager with Y Media Labs, one of the best mobile interaction agencies in the world where I am playing my role in building some of the most interesting mobile application ideas to reality. Truly enriching experience! In short, I am a learner, constantly looking out for challenges. I've failed and stumbled multiple times but never backed out from picking new challenges.

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## Experience

### **Project Manager at Y Media Labs**

July 2014 - Present (9 months)

Y Media Labs is an award-winning mobile strategy, mobile design, and mobile application development company. We specialize in every stage of mobile projects from initial planning, conceptualization, prototyping, design development, testing, and analytics. Utilizing both technical and business expertise, Y Media Labs understands how to help clients plan, strategize, develop, and market their brand's mobile initiatives on any mobile platform.

### **Organizer at Lean Startup Machine**

March 2014 - June 2014 (4 months)

At Lean startup Machine, I was involved at multiple levels

1. Fund raising and pitching for potential sponsors
2. Identifying potential marketing and media partners.
3. Event management: Ensuring smooth flow of the event.

### **Co-Founder at Student Live Media & Communication Pvt Ltd.**

July 2011 - April 2014 (2 years 10 months)

StudentLive was my college startup. We built a platform to encourage student interaction by virtually connecting various colleges across the country. We were a new age millennial focussed media organization.

As a co-founder, I lead day to day operations of StudentLive which included sales and business development, marketing, partnerships and product development. I lead team of 40+ members to build a media portal with over 3000+ content pieces from 80+ universities across the nation. I also initiated Youth survey, where we focused on youth research to understand India's young population better. We worked

with some of the prestigious organization like US Consulate-Hyderabad, 48 Hour film festival, United Nations etc. We partnered with 100+ universities across India.

### **Organizer at Hyderabad Literary Festival**

December 2013 - March 2014 (4 months)

My work with Hyderabad Literary Festival 2014 not only added experience to my résumé but also pushed my learning curve ahead. I was involved at following roles

1. Established and headed the internal media team that was responsible for documenting the festival through blogging, social media, radio content etc
2. Strategized and executed social media marketing to create digital engagement with potential participant and literary enthusiasts.
3. Conceptualised and executed youth based events.

### **Client Servicing at Deep Red Ink**

April 2013 - August 2013 (5 months)

### **Off road racing team at The Conrods**

September 2011 - March 2012 (7 months)

The Conrods is an student off road racing team. Team of 25 students Design, build, Fabricate and market an All terrain vehicle . The best designed vehicle is selected to participate in an national championship along with other 100 other colleges. I handled the marketing and quality control department. Apart from corporate relations, i was responsible for creating a marketing plan of the product and building a real time production plan. I also collaborated with various technical branches to create a DFMEA report for the vehicle which majorly helped the team to over come and analyse various shortcomings. We went on to win the overall National championship for the year 2012.

### **Exchange controller at AIESEC**

February 2011 - December 2011 (11 months)

Facilitate international exchange pro-gramme

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## **Projects**

### **StudentLive**

June 2011 to Present

Members: Vishwarath Reddy, Govind Kavaturi, Nivedha Venkatesh, Puneet Murthika

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## **Skills & Expertise**

### **Marketing**

### **Social Media Marketing**

### **Start-ups**

### **Entrepreneurship**

### **Project Management**

### **Business Development**

### **Marketing Strategy**

**Business Strategy**  
**Marketing Communications**  
**Team Management**

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## Languages

<b>Telugu</b>	(Native or bilingual proficiency)
<b>English</b>	(Full professional proficiency)
<b>Hindi</b>	(Professional working proficiency)

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## Education

**SRM INSTITUTE OF ENGINEERING AND TECHNOLOGY, KANCHEEPURUMSRM UNIVERSITY**

Bachelor of Technology (B.Tech.), Automotive Engineering, 2008 - 2012

**New Era jr college**

High school, Maths, Physics, chemistry, 2006 - 2008

Grade: B

Activities and Societies: Quiz Team, Swimming Team

**St.Peters High school**

2003 - 2006

Grade: B

Activities and Societies: Quiz team, School Swimming team Captain, Debate team head,

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## Honors and Awards

National championship Baja 2012

## Interests

Books, Watching movies, Swimming

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[Contact Vishwarath on LinkedIn](#)