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# RAGURU HEMANTHI | DIGITAL MARKETING

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## ABOUT ME

Throughout my journey as a digital marketing enthusiast, I've taken deliberate strides to upskill and diversify my expertise in key areas. From honing the art of optimizing websites for search engines (SEO) to strategically harnessing the power of social media (SMM), I've embraced learning as a continuous journey.

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## PROFESSIONAL EXPERIENCE

### ICICI BANK

Assistant Manager | August, 2021 - Present

- Successfully managed and processed customer queries related to cash management services, ensuring timely and accurate resolutions.
- Demonstrated expertise in handling UPI activities, specifically managing refund and settlement activities for merchant accounts.
- Successfully addressed and resolved customer complaints and disputes referred by the ombudsman, maintaining a high level of professionalism and customer service.
- Recognized for consistently achieving high customer satisfaction scores and resolving challenging issues with diplomacy and tact.

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## EDUCATION

### Visakha Institute for professional studies - Affiliated to Andhra University

- M.B.A – HR & Marketing from Visakha institute for professional studies (VIPS) affiliated to Andhra University with 70% in 2020.

### Garden City College - Affiliated to Bangalore University

- Bachelor of Business Administration from Bangalore University with 75% marks in 2018.

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## CERTIFICATION

- Digital Marketing Pro
  - Fundamentals of Digital Marketing
  - Social Media Marketing
  - Insta Summit
  - Search Engine Optimization
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## RELEVANT PROJECTS

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### BUSINESS, CUSTOMER & BRAND ANALYSIS

MyCaptain Academy

- Conducted a comprehensive analysis of the business, customers, and brand.
- Provided valuable insights for data-driven decisions and success.

### INSTAGRAM MARKETING CAMPAIGN STRATEGY FOR REDBULL MUMBAI EVENT

MyCaptain Academy

- Created Instagram content calendar, Enhanced engagement through effective content planning for Redbull Mumbai event.

### CONTENT CALENDER, STRATEGY AND VISUALISATION

MyCaptain Academy

- Created a Content Calendar and Strategy that reflects Bumble's core values while adapting to the diverse preferences of the target audience in tier two and three cities.
- The combination of competitor research and market insights served as a solid foundation to optimize Bumble's online presence and drive meaningful connections through Instagram and YouTube.

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## SKILLS

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|------------------------------------|--|
| ✓ Social Media Marketing           | ✓ Communication Skills                       |
| ✓ Email Marketing                  | ✓ Google Ads                                 |
| ✓ Search Engine Optimization (SEO) | ✓ Data Analysis                              |
| ✓ Content Marketing                | ✓ Editing Skills - Canva and Adobe Photoshop |

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## LANGUAGE

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- ✓ Telugu
  - ✓ English
  - ✓ Hindi
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