

## CONTACT

8861786699

Pravallika.boligondla@gmail.com

<https://www.linkedin.com/in/pravallika-boligondla-8bba6a28/>

Bangalore

## EDUCATION

B-Tech

Jawaharlal Nehru university

2007-2011

## PROFESSIONAL SKILLS

- Strategic Marketing
- Stakeholder Management
- Industry / Competitor analysis
- Integrated Marketing Campaigns
- Account Based Marketing
- Digital Marketing
- Brand Marketing
- Social Media Management
- Content Marketing
- Project Management
- P&L Management

## TECHNICAL SKILLS

- Google sheets
- Google analytics
- SQL
- Keyword planner
- Google Ad words
- Data analysis
- Presto
- Jira
- Supply Admin Panel

## REWARDS & RECOGNITION

- **Promoted twice in a span of 1 year**, becoming Associate Business Manager on jun'22 from Category Associate on Jan'22 from Sr-Key Account Manager.
- **Have been formally awarded thrice by meesho leadership for exhibiting**
  - **Extreme ownership** for running a WINTER ESSENTIALS cross category project on Feb'23
  - **Problem first mindset** for doing OC RCA for the category on jun'22
  - **Extreme ownership** for creating Top- performing Category landing page(CLP) on Jan'22
- Outperformed in all parameters and won **Best team** award and got rewarded for entire team on flipkart Big billion days on in Nov'19

# PRAVALLIKA BOLIGONDLA

## CATEGORY MANAGEMENT & STRATEGY

## OBJECTIVE

Highly motivated and results-driven marketing professional with proven track record in campaign management.

Looking to leverage my strategic planning, communication and project management skills to lead a dynamic campaigns that resonate with diverse audiences. I aim to drive positive change, achieve desired goals through effective resource management, and stakeholder collaboration.

## WORK EXPERIENCE

### Associate Business Manager

Meesho Pvt Ltd

2020-2023

- Responsible for full scale launch of Sports & Fitness and its 0-1 growth journey by 31% yoy; opportunity sizing, go to market strategy & identified growth areas to focus.
- Responsible for end-to-end CLP planning and execution for kid clothing by demand forecasting, planning & Merchandising
- Conducted A/B experiments, gain valuable insights from the data and optimized campaigns based on the data-driven insights, resulting in improved engagement and higher CTR.
- Worked with the team to create and implement online marketing strategies through competition benchmarking & trend analysis from A/B experiments, customer searches, category level promotions to boost sales, revenue & customer experience.
- Led a team of cross-functional professionals, coordinating efforts and ensuring seamless campaign execution within allocated timelines.

### Team Leader

Flipkart Internet Pvt Ltd

2015-2020

- Handled a team of 22 Key account managers by monitoring and driving the day-to- day activities, setting clear goals and guiding them to achieve all the KR targets. Recognize high performance and reward accomplishments,
- Handled categories kids clothing, Men's clothing, Accessories & electronics.
- Sends EWS to HR which helps in retaining good candidates, also identify outliers through one on one's and coach poor performers.

### Client Relationship Manager

NXTGEN solutions

2014-2015

- Build New clients and manage old one's by provide excellent service and generate repeat business.
- Negotiate and manage agreements through business contract process, listening to client requirements and guiding the team on timelines.

### Business Development Manager

Ocean Training Solutions Pvt. Ltd

2011-2014

- Managed and gained expertise in the areas of Recruiting like sourcing, Reporting, Vendor Management, Interviewing, Campus Recruitments, Salary Negotiation, Executive Hiring, Contract Recruitment, Client Handling.