**RESUME**

**Shamshun Nandavarapu**

Mobile**: +**919014954050

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[shamshun.nandavarapu@gmail.com](mailto:shamshun.nandavarapu@gmail.com)

**Professional Summary**

Resourceful Digital marketing professional with 5+ years of experience developing and implementing marketing and advertising campaign. Experienced online marketing specialist with expertise in pay per click advertising and Social Media Marketing.

**EDUCATIONAL QUALIFICATIONS**

| **Course** | **University/Board** | **Institution** | **Course Duration** | **Percentage** |
| --- | --- | --- | --- | --- |
| B Tech  (E.E.E) | VIGNAN’S  UNIVERSITY | Vignan University,  Vadlamudi | 2012-2016 | 65.44 |
| 12TH | INTERMEDIATE | N.R.I Academy,Guntur | 2010-2012 | 81.4 |
| 10TH | SSC | Kanna English Medium School ,  Guntur | 2009-2010 | 71.3 |

**TECHNICAL SKILL**

**Tools & Technologies:** Content Moderation.

* Google ads.
* Knowledge on Malware attacks.
* Worked on content strategy, ECM, Supply chain-Demand Management.
* Google Analytics, SEO Campaign Trafficking, Keyword Optimization, Google Adwords, Keyword Research, Competitor Analysis.
* Social Media Marketing.
* MS Excel Advance MS office suite.
* Customer Optimization, B2B Marketing.

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**WORK EXPERIENCE**

* Worked as Business Operations Associates at Accenture Solution Pvt. Ltd from 13th April, 2018to13 Th June.
  + Implemented training in new media use in marketing and advertising for employees.
  + Supported senior team members with research skills, market analytics, and statistics used in quarterly reporting for leaders and stakeholders.
  + Tracked traffic flow and click-through data to determine most efficient messaging strategies for innovative products and services.
  + Trained 300 employees for Google policies.

**DESCRIPTION OF PROJECTS:**

* Scaled Monetization Support is the top priority ads monetization verdict criteria used byYouTube for providing their advertisers with detailed information on what content can theirbrand be monetized .
* Ensure fair and transparent monetization decisions for YouTube partners at scale
* Worked as Content Planning Production & Control.
* Worked as Quality part in the Team for SME role as quality is the priority.
* Checking for the websites and domains to verify security from malware attacks.
* Creatives are the promotional tools used by advertisers to draw in users.
* Chceking the spoofing sites or meta based domains to be saved.
* Working on different kinds of Work Flows, which only a few could accomplish

**PERSONALITY TRAITS**

* Quick learner
* Versatile team player
* Adaptive to new technologies
* Individual contributor with strong analytical and problem solving skills
* Good communication and inter personal skills.
* Committed to deadlines and schedules.

**PERSONAL PROFILE**

Name : Shamshun Nandavarapu

Date of birth : 14-07-1995

Father’s name : Anjaneyulu Nandavarapu

Sex : Female

Nationality : Indian

Languages : Telugu, English and Hindi.

Address : Somavari street 5th cross road beside rama’s temple, Old Guntur

Guntur-522001 Ward no 4.

Present Address : Madhura nagar,Hyderabad-500032

**DECLARATION**

I, Shamshun Nandavarapu, hereby declare that all the details furnished in the resume are being stated with my full consciousness and knowledge.

Date:

Place: Hyderabad N.Shamshun