

BUDDA SESHU

PROFESSIONAL SKILLS

Search Engine Optimization
Search Engine Marketing
Social Media Marketing
Marketing Automation
Team Management
Market research
Hubspot CRM
UI Design
Web Design and Development
Wordpress CMS

PERSONAL SKILLS

Reliable and professional
Organized
Team player
Fast learner
Motivated

CONTACT

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buddaseshu@gmail.com

REFERENCES

Manager HR
hr@greycampus.com

Manager Email-marketing
naveenkumar@greycampus.com

PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for unforgettable marketing and sales campaigns.

EXPERIENCE

DIGITAL MARKETING ASSOCIATE

GREYCAMPUS EDU TECH PVT LTD | 2016 - now

- Monitored ongoing marketing and sales campaigns
- Created landing pages to generate leads
- Constantly updated the company's contact and mailing lists
- Handled Marketing automation using Zapier
- Utilized Google Analytics to gather and track website metrics
- Improved web presence through SEO, A/B Testing, successfully increasing overall website traffic by ~122%
- Handled the company's online presence - regularly updated the company's website and various social media accounts
- Drove initiatives such as marketing performance reports reporting a 20% marketing performance increase to management in 6 months
- Boosted conversion by 10% by developing a new campaign strategy.
- Created A/B testing campaigns. Analyzed data to improve messaging and increase user return rate.
- Managed all aspects of the advertising, marketing, promotional activities for the online business.

EDUCATION

BACHELOR OF TECHNOLOGY, MAJOR IN MECHANICAL ENGINEERING, MINOR IN INFORMATION TECHNOLOGY

University of JNTUK | 2012 - 2016

LANGUAGES KNOWN

ENGLISH, HINDI, TELUGU