

## About Me

Hardworking, creative and passionate Marketing student seeking to explore various internships and career opportunities while also trying to understand a subject beyond its theoretical knowledge to gain relevant experience. Adaptable and driven with strong work ethic and Posses ability to thrive in team-based or individually motivated setting.

## Expertise

Team Player

SEO & SEM

MS Office Suite

Communication

Collaborations

Analytical Tools

Content Creation

Attention to Detail

Strategy Formulation

Project Management

Social Media Marketing

Email Campaigns & CRM

## Certifications

**Google-**  
Pursuing Google Digital Marketing & E-commerce Professional Certificate

**Meta -**  
Introduction To Social Media Marketing |Grade-96.33%

**University Of Minnesota-**  
Creative Problem Solving|Grade-98.12%

**University of Virginia -**  
Foundations of Business Strategy |Grade-92.16%

**Macquarie University -**  
Pursuing Excel Skill In Business

## Volunteer Work

**Blue Cross of Hyderabad -**  
Coordinator of volunteers|2016-present

**Youth for Seva (YFS)-**  
Teaching fellow |2019-2020

**Street Cause Hyderabad -**  
Fundraiser | 2021-2022

**Volunteer Service Organisation (VSO), Manipal University - 2022**

## Reference

Will be furnished upon request

# PAPPULA JHANSI SRI SRIYA REDDY

MARKETING STUDENT

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## Experience

**APTAGRIM CONSULTING | HYDERABAD | DEC-MARCH 2023**

Digital Marketing Executive

- Experience working with Zoho CRM and email campaigns, LinkedIn sales navigator, Google analytics, GSC, Semrush and Canva.
- Optimized website for SEO and increased organic traffic using inbound marketing techniques.
- Worked closely with the CEO to brainstorm and discuss marketing strategies for upcoming marketing initiatives and branding efforts while collaborating cross-functionally with other teams.
- Meticulously created content, managed accounts, tracked social media performance, developed social media calendars, established KPIs and configured reports to measure results.
- Identified bottlenecks in the marketing process and adjusted marketing strategy including building customer persona and conducting competitor analysis.

**ICAS, MANIPAL UNIVERSITY | KARNATAKA | 2022**

Marketing Intern

- Experience with Webinar Marketing| Influencer Marketing| Collaboration | Content Curation .
- Identified and collaborated with suitable schools and colleges.

**BLUE CROSS OF HYDERABAD | HYDERABAD | 2019-21**

Marketing Intern

- Managed social media marketing activities including content creation, analytics and strategy formulation.
- Developed and executed campaigns and awareness programs in collaboration with diverse teams.
- Created pertinent reports and data dashboards utilising Excel and other platforms

## Education

**Bachelor of Business Administration-Marketing| 2021-2024**

Manipal University of Higher Education | Karnataka

- Selected for the *Commonwealth Virtual Exchange (CVE)* program organised by the Association Of Commonwealth Universities for a duration of eight weeks with eight other participating Universities.
- Ranked 3rd in Christ University's management fest, Esprit.
- Headed the PR department of the university's HR club.
- Managed the cultural club as a management committee member of the university.

**CAIE - AS And A Level**

Shantiniketan International School | Hyderabad | 2019-21