

Satyanarayana Rao Satamraju

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MIDDLE LEVEL RESOURCE (CORPORATE COMMUNICATIONS & PUBLIC RELATIONS)

Client Relationship Management | Corporate Liaisoning | Stakeholder Management | Project Coordination
| Process Excellence | Corporate Governance | Crisis Management | Media Relations

Career Overview

A resolute and committed Mid level resource in Corporate Communications & Public Relations, offering over 7 years of high impact leadership & strategic directives in the realms of Client Relationship & Stakeholder Management. Effective in leading the organization's PR function by extensively developing the Client base who are instrumental in driving the organization top line and bottom line. Handled Media Relations effectively so as to enhance the Brand image and equity of the company in the market. Strict adherence to the Corporate Governance rules and ethics in driving the PR & Corporate Communications.

Brand Portfolio

- **Business forte:** CRM, Project co-ordination, Strategy & Design, Market Intelligence.
- **Personal Credo:** High Networking Skills, Process Driven, Value-driven, Emotionally balanced Individual

Experience

ASSISTANT MANAGER-(PR & CORPORATE COMMUNICATIONS) | GOLDSTONE GROUP. | MARCH'19-PRESENT

- Driving extensively Public Relations in government and private sector so as to engage them productively in driving the company group business.
- Senior level engagement with decision making bureaucrats and CXO's.
- Effective handling of media relations thereby maintaining a good brand image of the company.
- Work with cross functional teams and extend the necessary support in driving the project operations.
- Handling internal and external stakeholders of the company.

STATE MANAGER - NETWORKING| ANDHRA PRADESH BRAHMIN WELFARE CORPORATION | APR ' 15 – NOV ' 15

- State manager(Nodal Officer) for AP Brahmin Welfare Corporation instituted by the Government for uplifting of the community in various Socio-Economic parameters.
- Instrumental in conducting exhaustive study of Brahmin community across the state and drafted various measures and remedies so as to enable the GOVT OF AP to frame the policy and decision making with regards in uplifting the Socio-Economic status and various welfare measures for the community.
- Single Nodal point for various Brahmin organizations, Cooperative Societies, Choultries and other community assets spread across the state.

- Worked with multiple govt departments and functional heads in the process of implementation and enhancing the effect of the various schemes and welfare measures announced by the Government.
- Handled the Media relations and press conferences effectively so as to communicate the objectives and goals of the welfare corporation.

FOUNDER | CONSULT SATYA | AUG'14- MAR'18

- Enterprenuer who launched own PR Consulting services to cater to the needs of various Corporates in diversified industrial sectors.
- Exhaustive width and depth of relationship management with various key decision makers in Govt and Private sectors.
- Instrumental in developing the business strategy and go to market strategy for the Corporates.
- Handholding the business evolution cycle for the clients on a End to End basis.
- Wide exposure in PR & Marketing strategic services.
- Have offered PR Consulting services to around 40 client base.

SENIOR FINANCIAL ANALYST| ACCENTURE | OCT'13- AUG'14

- Taken KT sessions for new joiners
- Responsible for EAF (Eastern Africa) Accounts Payable, Invoice processing.
- Sending workflow report on daily basis to Onsite manager.
- Assisting the Vendor Master Team to setup new vendors in Oracle.

FINANCIAL ANALYST | COGNIZANT | FEB'12-APRIL'13

- Key contributor in designing OCR tool for internal process efficiency which maximized productivity and manpower optimization.
- Vendor management for process efficiency in invoice processing.
- Coordinating cross functional teams in processing the payments as per TAT.
- Prepared Knowledge Transfer material for new joiners for their better understanding of the process.
- Designed SOPs for efficient invoice processing which impacted top line and bottom line revenue.

Education.

- PGDM in Public Relations from **Bhavan's Rajendra Prasad Institute of Communication & Management** (Bharatiya Vidya Bhavan)-Pursuing.
- B.Com (Computers) from Nagarjuna University.

Personal Dossier

- **Address:** 12-11-1406, Ground Floor, Bouddhanagar, Secunderabad
- **References:** On request