


Prasannanjali Peddaboina

Marketing Strategist



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Innovative Marketing Strategist with 3+ years of experience delivering exceptional marketing campaigns, content and collateral based on established and innovative strategies. Results-oriented and collaborative professional bringing expertise in brand management and social media engagement. Detail-oriented, attentive and decisive leader.

Skills

Digital Marketing	<div><div></div><div></div><div></div><div></div><div></div></div> Upper intermediate
Marketing and Advertisement	<div><div></div><div></div><div></div><div></div><div></div></div> Upper intermediate
Creative Writing	<div><div></div><div></div><div></div><div></div><div></div></div> Upper intermediate
Market Analysis	<div><div></div><div></div><div></div><div></div><div></div></div> Upper intermediate
Brand development	<div><div></div><div></div><div></div><div></div><div></div></div> Upper intermediate
Strategic planning	<div><div></div><div></div><div></div><div></div><div></div></div> Upper intermediate

Technical Skills

- MS- EXCEL, MS-OFFICE , MS Word , Power Point, HTML , C-Language C++, Word Press.
- Social Media Management [Facebook Page , Instagram Page , Reddit Karma Building.
- Informational Tools like Apollo App , Rocket Research.
- Marketing Tools - (Upfluence, Youtube Crawler, Mailchimp).
- Video Editing - (Canva, Adobe , Filmora, Youtube Editing, Video Image Extraction).

Work History

2019-10 - 2023-02

Marketing Strategist

Silver Labs India Private Limited, Hyderabad

- Targeted both offline and online consumers by designing multi-pronged, comprehensive marketing strategy.
- Oversaw preparation of marketing copy, images, videos, emails, and other collateral.
- Continually maintained and improved company's reputation and positive image in markets served.
- Devised content strategy to effectively engage target audiences.
- Led team of marketing professionals, offering mentoring and coaching to build knowledge and skills.

Education

2016-06 - 2019-07

Bachelor of Commerce: Computer Science

Sindhu Degree College - Hyderabad , India

Languages

English

 Upper intermediate

Hindi

 Advanced

Telugu

 Advanced

Certifications

2023-05 Digital Marketing

2023-07 Creative Writing

Interests

Reading Short stories , Comics , Horror and Fiction Novels

Being active on social media like Instagram and Youtube

Listening to Music

Researching on Astrology and History

Declaration

I do hereby declare that above particulars of information stated are true and correct to the best of my knowledge.