Prasannanjali Peddaboina



Marketing Strategist

O Hyderabad, India 500032

9347129658

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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.



Digital Marketing

Marketing and Advertisement

Upper intermediate

Creative Writing

Upper intermediate

Market Analysis

Upper intermediate

Brand development

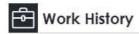
Upper intermediate

Upper intermediate

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).



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.



2016-06 - 2019-07



English

Upper intermediate

Hindi

Advanced

Telugu

Advanced



Certifications

2023-05 Digital Marketing

2023-07 Creative Writing



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



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