

S.KRISHNA CHAITANYA

Digital Marketer



About Me

I am a dedicated and experienced professional with a proven record of driving impressive results through strategic planning and effective team leadership managing diverse teams,



+91-7995787810



f20160415g@alumni.bits-pilani.ac.in



Hyderabad

EDUCATION

Birla Institute Of Technology & Sciences

Bachelor of Engineering in
Electronics And Instrumentation
2016-2020

EXPERTISE

- Digital Marketing
- Team Management
- Search Engine Marketing
- Social Media Management
And Paid Campaigns
- Search Engine Optimization
- Email Marketing
- Content Marketing And
Writing

EXPERIENCE

GlazeGPT

Remote

Oct - Dec 2023

As Director of Digital Marketing at GlazeGPT, a GenAI company that offers natural language generation solutions, I established and managed the entire digital marketing funnel with a focus on Twitter Ads. In one month,

I generated over 50 million impressions and acquired leads at less than 200 Rs/lead, most of which were sales-qualified.

I also secured PR coverage for GlazeGPT in prominent media outlets such as Analytics India Magazine, Inc42, YourStory, and Indian Startup News, and networked with influential AI experts such as Rajiv Shah, a top voice on LinkedIn.

Idecution Marketing Studio LLP

Remote

Oct 2021 - Mar 2023

During my initial 6 months as a Digital Marketing Specialist,, I was given the responsibility to carry out the execution for clients needed SMO, SEM, SEO and other facets of digital marketing. After a period of six months, I was promoted to the role of Digital Marketing Manager, where I managed a team of Digital Marketers, Content Writers, Graphic Designers, and Web Designers and was given the responsibility to take control of the ideation and strategy process as well.



S.KRISHNA CHAITANYA

Digital Marketer

EXPERIENCE

Xcitedu Software Solutions Pvt.Ltd

Remote

Jan 2021 - Sep 2021

Starting as an business development intern I was asked to help the sales team determine which opportunities to pursue and how much effort, time to spend on various leads. 5 months later I was promoted to the manager position and was given the additional responsibility of generating ideas to re-engage current prospects and move them through the sales funnel and also managing my own team.

GenYmedium

Hyderabad

Jan - Jun 2020

During this internship, I performed the role of a junior digital marketing analyst tasked with providing support to my manager in 3 accounts spanning 200 campaigns across Search, Display and Facebook. My primary task was to optimize the lead generation processes.

PROJECTS/CERTIFICATIONS

Aditya Birla Grasim Industries Limited

May - Jul 2018

I studied the mechanization coal delivery process involved in collecting it before transporting it to the power plant via a mechanized conveyer system. I have learned how PLC and conveyer systems combine to transport coal right to the plant boiler.

Harvard Business School Online

2020

CORe is a 150-hour certificate program on the fundamentals of business comprised of three courses—Business Analytics, Economics for Managers, and Financial Accounting—developed by leading Harvard Business School faculty and delivered in a case-based learning model.