

# Vinay Raj Yenni

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## Objective

Currently seeking a Digital Marketing Management position to help a company fulfill marketing goals and initiatives to increase brand awareness, market share, and revenue growth.

## Experience

### Marketing and Sales Intern

28-12-22 - 28-1-24

Vizag Industrial Scan

- Collaborated with the marketing team to develop and execute effective sales strategies, targeting specific industrial sectors.
- Attended industry events and trade shows, representing the company and engaging with potential clients to promote our products and services.
- Contributed to the development of marketing materials such as brochures, flyers, and presentations.

## Education

Course / Degree	School / University	Grade / Score	Year
MBA ( Marketing)	Andhra University	CGPA : 6.3	2023
BSc ( Computer Science)	Dr Lankapalli Bullayya college	6.2	2021
IPE ( Intermediate public examination)	Narayana Jr college	676	2017
SSC Board	Sri Prakash Vidyaniketan	CGPA : 7.2	2015

## Skills

Professional Skills • Analytical and Critical thinking. • Training and Development. • Strong knowledge of digital marketing platforms, including social media, email marketing, and search engine optimization (SEO). •Excellent communication and interpersonal skills, gained through regular interaction with clients and colleagues.

Technical skills • Microsoft office suite • MIS using MS Excel • Presentation using power point • Google Sheets/Forms • Social media marketing

Functional Skills • Communication and Presentation • Follow ups • Data Analysis

## Projects

### Advertising Effectiveness

Advertising the techniques and practice used to bring products, services, opinions or cause the public to respond in certain way toward what is advertised.

## Languages

Telugu

Hindi

English

## Certifications

MOOCs