

RUSHIKESH KELLA



MARKETING EXECUTIVE | DIGITAL MARKETING | PGDM IN MARKETING

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PROFILE

An experience in developing and executing marketing strategies with the unique ability to understand the ongoing market scenario and customers trends using exceptional marketing communication skills, including, Strategic planning and strategic leadership, Capable of delivering quick solutions to the marketing challenges, extensive work with all sources of media channels.

SKILLS

- Creative
- Team Building
- Market Research
- Digital Marketing
- Project Management
- Commercial Awareness
- Partner Networking skills
- Content Management skills
- Analytical and tech tools skills

EDUCATION

POST GRADUATION

DIPLOMA IN MANAGEMENT

United World School Of Business
CGPA : 6.26/9.0 2019-2021

- Member of research and development committee of our University
- Coursework of digital marketing, market research, business analytics, branding and positioning.

EXPERIENCE

MARKETING EXECUTIVE

Deep Group Of Companies

Aug 2021- May 2022

- Create videos and ads. Strategies conceptualized: Influencer Tie-ups, Digital Marketing, SMO and SEO, Google Ads, Blog and newsletter content, marketing calendars, media plans, barter & association tie-ups, Emailer and SMS campaigns, sponsorship plans.
- Conduct timely analysis and reporting of campaign analytics through strong data-driven reports to illustrate achievement of KPIs and provide results and trends.
- Projecting and tracking marketing budget on a monthly basis.
- Ability to develop a database system which allows offline clients to be transferred to web data systems.
- Negotiating with media organizations for any BTL-related media purchase is an advantage.