V Durga Pratiha

Marketing Executive

Marketing professional with a strong foundation in content strategy, SEO, and organic social media growth. At Pando.ai, led initiatives that drove an 84% increase in LinkedIn followers and published 65+ blogs focused on logistics and supply chain. Skilled in web content optimization, newsletter creation, and performance tracking across LinkedIn, website, and email channels. Known for clear communication, dependable execution, and delivering measurable results in B2B content marketing.



Contact

Work History

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LinkedIn

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- https://pando.ai/blogs /g2-grid-report-winter-2025-transportationmanagement-systemstms-freight-mana
- https://pando.ai/blogs /measuring-sustainabilityfor-a-responsiblesupply-chain
- https://pando.ai/blogs /supply-chain-trendsin-the-us-retail-part-2
- https://pando.ai/blogs /red-sea-crisis-disruptionsbuilding-logisticstechnology
- https://pando.ai/blogs

2025-02 -Current

Marketing Executive

Pando.ai, Chennai, India

- Led cumulative content initiatives across roles, publishing 65+ blogs over 21 months and shaping thought leadership across supply chain and logistics domains
- Posted 250+ LinkedIn updates across all designations, contributing to follower growth from ~11,000 to 20,240 — a 84% organic increase
- Spearheaded web content revamp: reformatted 160+ blogs, optimized meta descriptions, and curated key homepage sections
- Developed end-to-end newsletter campaigns, including strategy, copywriting, and content direction
- Created video descriptions, YouTube chapters, and promotional copy for product videos and LinkedIn Live sessions

2024-01 -2025-02

Marketing Analyst

Pando.ai, Chennai, India

- Authored 47 thought leadership blogs with 4,488 views, 3-min avg. read time, and 14 CTA conversions
- Published and formatted 90 SEO-optimized blogs (via Pepper Content), maintaining weekly cadence and link tracking
- Drove 494,000+ organic impressions on LinkedIn across 190 posts, with 20.5% avg.

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- Strategic content optimization
- B2B
 Blogging &
 Web
 Copywritin
 g

- Organic
 LinkedIn &
 Social
 Media
 Marketing
- Engaging newsletter compositio
 n
- CMS &
 Web
 Content
 Managem
 ent
- BasicVisualContentCreation
- GoogleAnalytics &HubSpot

- engagement rate
- Collaborated on 9 email newsletters (35K+ recipients), maintaining high deliverability and open rates
- Took on additional responsibilities like blog design and content formatting during resource constraints



Content Marketing Intern

Pando.ai, Chennai | May 2023 - Jan 2024

- Helped build the blog function from scratch conducted competitive research and aligned topics with brand content guidelines
- Contributed to the first set of blogs (Oct 2023 onward), writing 10+ articles by end of internship
- Managed Instagram for several months created 20+ "Employee Spotlight" videos and posted weekly stories to drive engagement
- Awarded 'Rockstar Rookie' for quickly picking up new responsibilities and delivering across content and social media tasks

Intern

Emerald Publishers, Chennai | Aug 2021

 Gained exposure to publishing workflows including copy editing, content refinement, and basic editorial processes

Teacher (as part of course work)

MCC Community College, Chennai | May 2022

- Conducted spoken English training focused on Listening, Speaking, Reading, and Writing (LSRW) skills for MCC Community College students
- Designed and delivered practical sessions aligned with English Language Teaching curriculum



Research and writing expertise

Collaborati

ve

teamwork

Excellent written and verbal communicat

or

Personal Details

Date of Birth: 07/09/1999

Nationality: Indian

Marital Status: Single

Gender: Female

.anguages

English Bilingual or

Proficient

(C2)

Tamil

Bilingual or

Proficient (C2)

Telugu

Bilingual or

Proficient

(C2)

Hindi •••000

Intermediat

e(B1)

2020-08 -Master of Arts: English Language And 2022-06 Literature

Madras Christian College - Chennai, India

- 70% GPA/CGPA
- Dissertation: THE RISE OF THE NOVEL: A STUDY ON SELECTED WORKS OF THE EIGHTEENTH **CENTURY NOVELISTS**

2017-06 -Bachelor of Arts: English Language And 2020-06 Literature

Guru Nanak College - Chennai, India

- 80% GPA/CGPA
- Dissertation: RISING OF WOMEN; (FEAT. A RUDALI) Examined through the translated version of Mahaswetha Devi's 'Rudali'.

Certifications

2022-05 Writing That Sells

Feminism and Social Justice 2021-04

2021-05 African Development: Past to Present



Passionate about singing, exploring new places, and staying curious through stories, songs, and culture.