
UDAY KIRAN REDDY PANATI

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PROFESSIONAL SUMMARY

With being recently graduated with a merit master's in management degree from the University of Liverpool. As a recent graduate and a marketing professional with over 1 year of experience, waiting to start a career in a dynamic and creative industry. Learnt practical knowledge of a range of marketing activities, including content creation, creative design, website maintenance, SEO, and executing marketing campaigns. Experienced in the use of creative software, website content management systems, and social media to increase brand awareness and engage with target audiences. Effective written and oral communication skills have helped build and maintain relationships with clients, industry press, and other stakeholders. Experienced with a high level of attention to detail and can communicate effectively with different levels within the business. As a self-starter, was organised and could manage workload promptly and effectively.

WORK HISTORY

Marketing Intern, 03/2021 – 05/2021

SIEPL Technologies – Bengaluru

- Designed and implemented an email marketing campaign that resulted in a 15% boost in conversion rates.
- Used various software such as 'Canva' to produce marketing material to support planned campaigns.
- Worked with groups to create innovative social media posts and schedules to drive engagement.
- Conducted market research to refine digital advertising campaigns.
- Used Google Analytics to evaluate content performance for over 4 websites.
- Conducted market analysis to identify key customer segments and growth opportunities.
- Researched new tools, extensions and plug-ins to support productivity and efficiency.

Marketing Assistant, 02/2020 – 02/2021

Varshini Enterprises – Bengaluru

- Conducted extensive market research to identify potential clients, new marketing campaign ideas, and emerging industry trends.
- Created compelling content, including website copy, email banners, articles, and social media posts.
- Collaborated with senior management to develop and execute innovative marketing campaigns.
- Monitored and made reports on annual marketing results monthly, contributing to marketing strategy planning meetings.
- Assisted in creation of digital imagery and animations for various platforms, bid proposals, and tender documentation.
- Updated and maintained company's overall marketing strategy and Key Performance Indicators (KPIs).
- Designed powerful, well-structured pitch decks in Adobe InDesign, resulting in over 10 new client wins.

SKILLS

- Proficiency in MS Office, marketing computer software, and online applications.
- Strong administration and organizational skills.

- Familiarity with CRM tools, Online analytics, Google Adwords, and Adobe InDesign/Photoshop (or similar design software).
- Strong communication and interpersonal skills.
- Ability to work under pressure and meet deadlines.
- Excellent attention to detail, proofreading, and collating complex information into reports.
- Experience in managing digital communication channels, including websites, LinkedIn, Instagram, and Facebook.
- Good knowledge of market research techniques and databases.

EDUCATION

Masters: Management, 09/2022

University of Liverpool - Liverpool

- Graduated with merit from one of the prestigious and one of 24 Russell Group universities in the United Kingdom.
- Trained well in modules such as Strategic management of business analytics, Managerial Finance, Risk Management, Corporate Entrepreneurship & Innovation and especially Marketing Management.
- I had the invaluable opportunity to delve into the dynamic world of marketing through an intensive and comprehensive module.
- This experience equipped me with a solid foundation and an intricate understanding of the key principles, strategies, and techniques that drive successful marketing campaigns.
- Through a combination of theoretical coursework and practical applications, I honed my skills in market research, consumer behaviour analysis, brand management, and digital marketing.
- Collaborating with diverse teams on challenging projects further enhanced my ability to devise innovative and tailored marketing solutions.
- By integrating cutting-edge theories with real-world scenarios, I gained the ability to create impactful marketing strategies that effectively engage target audiences, drive brand awareness, and ultimately achieve business objectives.
- Worked in a group and communicated well for business simulation where Microsoft Excel and Tableau were used for analytics.

Bachelor of Science: Computer Science Engineering, 07/2017 – 07/2021

BMSCE - Bengaluru, India

- Worked with HTML/CSS/PHP and many other modules as a part of website development.
- Participated in multiple academic team projects, team events and team club activities and these ad-hoc projects were not limited to sales & marketing, product development, and frontline support.

CERTIFICATIONS

Google Analytics - Google

SEO Certified - HubSpot

Google Ads Display - Google

REFERENCES

Provided upon request.

ADDITIONAL INFORMATION

- Have the right to work and live in the UK, also willing to commute to the job location.