# PRABHURAM POPURI

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**Core Values:** Responsibility | Innovation | Leadership | Integrity | Perseverance | Positive

## PROFILE

- About 4 years of Digital Marketing and Analytics experience with proven ability to manage cross-functional teams to provide top notch customer service
- **Core Competencies:** Digital Marketing, Project Management, Stakeholder Management, Agile Methodology, Data Visualization, Negotiations, Operations, Consulting, Public Policy & International Relations
- **Skills:** JIRA, SEO, Google Analytics, SEM, SMO, SQL, Google Ads, Python, Tableau, Microsoft Office Suite

## EDUCATION

**Purdue University, Krannert School of Management**                                     **West Lafayette, IN**
*Master of Science in Business Analytics and Information Management - STEM*                **June 2022**

**Koneru Lakshmaiah Education Foundation**                                          **Andhra Pradesh, India**
*Bachelor of Technology in Computer Science Engineering*                                      **May 2018**

## PROFESSIONAL EXPERIENCE

**Antique Candle Co**                                                               **West Lafayette, IN**
*Analytics Consultant – Industry Practicum*                                   **January 2022 – April 2022**

- Identified potential new digital marketing channels to target new customers
- Developed and implemented various forecasting models for website to identify most active times in a day and most active days in a week

**ILander Technologies Pvt Ltd**                                                        **Hyderabad, India**
*Senior Digital Marketing Analyst*                                              **October 2020 – July 2021**

- Directed a digital advertising campaign for new product launch resulting in revenue of $600,000
- Led a team of 3 marketing analysts to schedule, optimize all social media campaigns and engage with users and event promotions to grow followers by 4X
- Managed cross-functional teams and stake holder communication, and oversaw product development from inception to implementation

*Digital Marketing Analyst*                                                **June 2018 – September 2020**

- Strategized a holistic paid search strategy, ultimately leading to an ROI of 37%
- Automated marketing KPI reporting using Google Analytics and Google Sheets, saving 5 hours of manual work
- Implemented and optimized SEO content strategy, boosted monthly organic traffic by 150% and increased sales by 53%
- Collaborated with product management team, ensuring supply of marketing proposals, and contributed to sales growth of product by 3X
- Conducted stakeholder meetings with cross-functional teams and analyzed go-to-market strategies

*Digital Marketing Intern*                                                         **June 2017 – July 2017**

- Analyzed click through and conversion rate for marketing campaigns
- Created social media marketing plan, increased total membership by 26% and followers by 14%

## ACADEMIC PROJECTS

- **Heart Disease Prediction** *(Python)***:** Identified most significant factors of heart diseases and predicted the overall risk using Logistic Regression
- **Database Design** *(SQL)***:** Designed and optimized relational database using SQL for Freshens – retail food chain to improve resource allocation and inventory management
- **Covid-19 impact on Airbnb** *(Project Management)***:** Conducted hypothesis tests and used agile methodology. Forecasted future revenue growth by analyzing past, present trends, and impact of Covid