Sai Deepthi

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| HIghlights | |
|  | * Below the line marketing initiatives * New Business Development * On boarding of E-commerce platforms * E-commerce promotions * In-store branding * Team Management * Market Research |
| Experience | |
|  | 2016-2018 Blue Star Limited Chennai  **Assistant Manager- New Business**   * Working with Blue Star in Water Purifiers Division * Involved in launch of products in modern trade chains and   e-commerce platforms   * Drive catalog of product mix on e-commerce sites * Planning of marketing activities on e-commerce sites to drive |
|  | 2011-2013 Tata Consultancy Services Chennai  **Systems Engineer**   * Responsible for testing and development of airline check-in application |
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| Education | |
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|  | * 1. Loyola Institute of Business Administration   **PGDM – Marketing and Human Resources**   * Participated and won competitions in advertising and marketing events * Organized multiple events as part of Student Affairs Committee |
| 2007-2011 SRM University  **B.Tech – Electronics & Instrumentation**   * Awarded for academic excellence | |

languages

* Telugu, Tamil, Hindi, Kannada

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