

Rajashekar Reddy J

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Work Experience

Digital Media Senior Associate

Nov 2024 - Current

"Google Operations Center"

Hyderabad, TG

- Resolved high-priority Google Ads issues for premium clients through deep campaign analysis and direct support.
- Handled high-tier Google Ads support (Gold, Platinum, Titanium) across Search, YouTube, Local, Store Sales, and Performance Max campaigns.
- Troubleshoot complex campaign issues, analyzing setup, targeting, and traffic patterns to resolve performance concerns.
- Conducted in-depth campaign analysis and research to identify root causes and provide accurate resolutions with tailored recommendations.

Inside Sales Analyst

Jan 2022 - Apr 2024

"Purpletalk India Pvt Ltd."

Hyderabad, TG

- Results-driven professional in lead generation, marketing strategy, and sales, utilizing CRM tools, Google Ads, and market research to maximize revenue.
- Managed cold, hot, and dormant leads using HubSpot & Zoho CRM, executing targeted cold calling, email outreach, and LinkedIn campaigns to drive revenue growth.
- Boosted CTR and ROI through email marketing, Google Ads branding, and website traffic analysis using SEMrush and Google Analytics.
- Engaged international decision-makers (UK, US) through market research and multi-channel outreach, developing targeted ICPs.
- Optimized supply chain operations with Demand Sensing, Forecasting, and Integrated Planning, improving efficiency and accuracy.

Business Development Intern

Jan 2021 - July 2021

"Enlume Technologies Pvt Ltd."

Hyderabad, TG

- Assisted in crafting targeted email marketing campaigns, analyzing the sales funnel performance, and supporting outbound activities through cold emailing and cold calling; conducted industry and competitor analysis to align sales strategies with emerging market trends.
- Post-internship, contributed to the sales efforts for a SaaS product called Edvie by applying frameworks like SPICED, Bullseye, and BANT to qualify leads, prioritize outreach, and optimize go-to-market strategy for customer acquisition.

Related Activities

Executive - IPE Connect

Aug 2022 - Nov 2024

"IPE Connect", YesGnome, IGDC

Hyderabad, TG

- As part of the Marketing and Content team, I collaborated with startups and investors, facilitating connections and fostering meaningful dialogue during the IGDC conference.
- Executed performance marketing campaigns via Google Ads and Meta Ads, driving targeted traffic and boosting engagement across event promotions.
- Leveraged tools like Google Analytics and Meta Business Suite to monitor website interactions and campaign metrics, delivering real-time insights for data-driven decisions.

Startup Incubator - Coordinator

Aug 2018 - Oct 2020

"Saveetha University", SIMATS

Chennai, TN

Spearheaded as an active coordinator of the student-led startup incubator, where we created a platform to nurture budding entrepreneurs.

- Organized and facilitated interactive sessions with startup founders and business mentors.
- Spearheaded case study presentations to educate students on real-world business strategies, funding challenges, and go-to-market models.
- Promoted an entrepreneurial mindset by curating events, ideation challenges, and mindful discussions on startup culture and business entry strategy.

Publishers Connect - Coordinator

Mar 2019

"Chennai Publishers Connect", SIMATS

Chennai, TN

Led coordination for the Chennai Publishers Connect event, supporting research publication and academic integrity.

- Managed registrations and coordinated with authors submitting research papers.
- Oversaw plagiarism checks and content validation, ensuring compliance with academic publishing standards.
- Provided editorial support to Ph.D. scholars and departmental researchers in refining articles, offering guidance on referencing, originality, and academic writing best practices.

Software & Skills

- Lead Generation ▪ Google Ads ▪ Meta Ads ▪ GA4 ▪ Jira ▪ Hubspot ▪ Sales Navigator
- Gong ▪ Clearbit ▪ Similar Web ▪ SQL ▪ Wordpress ▪ Email Marketing ▪ Sales Planning
- Business Case Preparation ▪ SEM ▪ Apollo.io ▪ Clari ▪ Consensus ▪ SEO ▪ Canva

Awards

- 2016 Best Content - Social Awareness, Healthcare Program
- 2018-2020 Published Two International Journals
- 2022 Best Content Writing Support Award

Education

BE in Electronics & Communication ▪ Saveetha University ▪ 2016 - 2020 ▪ 7.2 CGPA