

# Rajashekar Reddy J

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Hyderabad, TG ▪ 7075061622 ▪ j.rajaireddy7@gmail.com ▪ [LinkedIn](#) ▪ Portfolio

## Work Experience

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### Digital Media Senior Associate

Nov 2024 - Current

*"Google Operations Center, GOC"*

Hyderabad, TG

Resolved high-priority Google Ads issues for premium clients through deep campaign analysis and direct support.

- 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.
- Generated detailed reports using Google Ads tools and delivered actionable insights to optimize campaign outcomes.

### Inside Sales Analyst

Jan 2022 - April 2024

*[x]cube Labs, 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.
- Leveraged tools like Apollo.io, Lusha, and Clearbit to build and refine lead databases for highly personalized outreach campaigns.
- Created and optimized landing pages and email sequences for inbound campaigns, while aligning SEO and paid media keyword strategies with sales goals to boost lead conversion rates.
- Delivered weekly performance dashboards and campaign reports using Google Data Studio, offering actionable insights that supported data-driven decision-making across sales and marketing teams.

### Business Development Intern

Jan 2021 - July 2021

*Enlume Technologies Pvt Ltd.*

Hyderabad, TG

- Assisted in crafting email marketing campaigns and analyzing sales funnel performance to identify drop-off points and suggest improvements.
- Supported cold emailing and calling efforts by preparing lead lists, follow-up sequences, and engagement tracking.
- Conducted competitor analysis and industry research to shape go-to-market strategies.
- Collaborated with the digital marketing team to monitor campaign KPIs and deliver weekly performance reports.

## Related Activities

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### 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.

- Coordinated closely with marketing teams, leadership, and IPE Executives to translate creative strategies into actionable marketing plans.
- Led efforts in Google Ads and Meta Ads, using performance marketing techniques to drive real-time traffic to the event's website and increase engagement on promotional campaigns.
- Used analytics tools to track and present real-time insights on website interactions, campaign performance, and user interest — supporting informed decision-making.

### Startup Incubator - Coordinator

Aug 2018 - 2020

*"SIMATS", Saveetha University*

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

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- 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

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

## Education

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

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