

# Rajashekar Reddy J

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## Work Experience

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### Manager, Growth Strategist

May 2025 - Current

*"Quanteon Solutions LLP"*

*Hyderabad, TG*

- Planned and executed B2B digital marketing campaigns using Google Ads, Meta Ads, LinkedIn Ads, and performance marketing to generate inbound leads.
- Managed SEO|SEM strategies, including keyword research, website optimization, and content development to improve search rankings and organic visibility.
- Utilized Google Analytics, Search Console, and marketing analytics tools to track performance, optimize campaigns, and improve ROI.
- Designed high-converting landing pages, pitch decks, and targeted content to support IT solutions and enhance client engagement.
- Oversaw social media presence and campaign management, aligning messaging with business goals and ICPs for maximum impact.

### Digital Media Senior Associate

Nov 2024 - May 2025

*"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.

### Marketing 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.
- Developed and executed SEO/SEM strategies, WordPress marketing, and content optimization to increase website visibility and inbound traffic.

## Marketing Intern

Jan 2021 - July 2021

*"Enlume Technologies Pvt Ltd."*

*Hyderabad, TG*

- Supported digital marketing activities including content optimization, social media management, and campaign tracking.
- Analyzed sales funnel and marketing performance metrics to provide insights for refining outreach and positioning.
- Contributed to the go-to-market strategy for Edvie SaaS product by applying marketing frameworks (SPICED, Bullseye, BANT) for audience targeting and campaign planning.

## 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.
- 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.

## Software & Skills

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- Google Ads ▪ Meta Ads ▪ GA4 ▪ Jira ▪ Hubspot ▪ Sales Navigator ▪ Lead Generation
- 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