

S. Vinay Kumar
Dual Degree, Mechanical Engineering.

Area of Expertise:

Marketing Strategies

Brand marketing

PPC, CPM, CPA Campaigns

Market Analyst

Project Management

Competitor analysis

Company valuations

Market research

Professional

Matlab

Excel

Personal Skills

Smart Worker

Confident

Positive Attitude

Good with Numbers

Flexible & adaptable

PERSONAL SUMMARY

Besides a student from elite institute in India, IIT Bombay, I am an Author, Manager, Analyst, Research student and a blogger.

I am confident and self-motivated. I believe in planning which helped me in succeed in every field of my interest. Comfortable working in a fast paced, hands-on, growth orientated work environment and possessing a proven ability to ensure that brand messages, standards and communications are understood and implemented effectively.

Objective: *Wanted to be a top most trader in finance industry and in a level of making decisions to an elite company.*

Achievements:

- Published author at an age of '20' for my novel '**Is She the one?**' Where marketing and distribution rights has been taken up by 'Bennett coleman & co. Ltd (Times Group)'.
- First Runner up for the '**Excellence award**' from prestigious organization '**ISHRAE**' for my project on cold storage which has 50% Energy saving along with 30% less initial Capital and maintenance costs.

Work Experience:

Online Tutoring Company- SPANEDDA

Marketing Manager

December 2011 to Present

- Maintaining the complete contr
- ol on all types of PPC, CPM campaigns in Tier 1 (Google Adwords, Facebook & Bing) and Tier 2 (Looksmart, Infolinks, Clicksor..Etc) social networking media and organizing them in most profitable portfolio methods.
- Constantly improving the business development activities and events among the customers to improve the relationship between the company and the consumer.
- Organizing a team of more than 100 interns and executing the strategies in the best way to draw the best results for the company.
- By following the best strategies in PPC campaigns we have reached various countries like US, Germany, Singapore and many European countries.

Contact:

S.Vinay Kumar,
09D10034, Room no- 306,
Hostel 9, IIT Bombay.
Ph No: 9076912499
s.vinaykumar123456@gmail.com

Publishers- Vitasta Publishing

Author

April 2011 - Present

- Author of the novel 'Is She the One?' published by Vitasta Publishing House
- Author of the four part series novel, 'The ark and the curse of the Oracle'.

Education – Eskool

E-Teacher:

August 2011- September 2011

- Developed the content for the High school Students along with preparing questions to test them.