

**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

**Contact:**

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**PERSONAL SUMMARY**

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

**Objective:** Aiming to see my company in one of the top most positions and in a place to change the present Marketing & Publishing industry

**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:**

**CEO & Founder**

**Lithasa Networks:**

'Lithasa', the name took its origin from the Sanskrit word 'Itihas' and English word 'Literature', aiming to change the present publishing industry. We designed our product elegantly providing a multi-revenue model for authors & bloggers and for advertisers; we value their money and hence introduced the new type of targeting like 'POR' & 'TPV' which improves the value for money.

**CEO & Founder**

**Franking Solution.**

A Digital marketing consultant that provides solutions & online marketing for startup. Most of the spend a of time & money in cracking the online marketing. We help in making better strategies and making them to learn about online marketing for CEO's where they can run their own campaigns.

**SPANEDEA**

**Marketing Manager**

**December 2011 to Present**

- Maintaining the complete control 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.

**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'.