

Veni Naidu Bandreddi

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Education

Eastern Michigan University <i>Master's in Business Administration with a concentration in Marketing</i>	Jan 2023 – Apr 2025 <i>Ypsilanti, Michigan</i>
ICFAI Business School, IFHE University <i>Bachelor's in Business Administration</i>	Aug 2019 – Jun 2022 <i>Hyderabad, Telangana</i>

Skills

Marketing Strategy, Operations Management, Strategic Planning, Data Analysis, Graphic Design, Video Editing, Financial Analysis, Project Management, Team Leadership, Communication Skills

Tools: Excel (PivotTables, VLOOKUP), Canva, Adobe Photoshop, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

Experience

EliteUS software solutions LLC <i>Business Development Trainee</i>	Aug 2025 – Present <i>Edison, New Jersey</i>
<ul style="list-style-type: none">Supported outreach efforts to prospective clients by preparing introductory decks and updating proposal templates under supervision.Attended team meetings, documented discussions, and shadowed senior staff during initial client engagement and sales processes.Adhered to company confidentiality standards and collaborated remotely with team members for basic project tasks.	
SUKUMAR WRITINGS PVT. LTD. <i>Digital Marketing Specialist</i>	Feb 2020 – Present <i>Hyderabad, India</i>
<ul style="list-style-type: none">Increased online visibility by 40% within six months through targeted campaigns on Instagram, YouTube, and Twitter.Improved organic website traffic by 30% using SEO best practices and content optimization.Managed film promotions by creating trailers, posters, behind-the-scenes videos, and interviews.Monitored performance via Google Analytics, Meta Business Suite, and YouTube Studio to optimize ROI.Executed email marketing campaigns and newsletters, boosting audience engagement.	
Disability Resource Center: Eastern Michigan University <i>Computer Lab Assistant- CATE lab</i>	Feb 2023 – Apr 2025 <i>Ypsilanti, Michigan</i>
<ul style="list-style-type: none">Evaluating and instructing students with disabilities on using Adaptive technology and installing software.Scheduled and conducted exams for students with disabilities, providing necessary assistance and support.Collaborated with the Disability Resource Center (DRC) to create inclusive and accessible educational environments.Assisted in enhancing campus accessibility and integrating technology for improved learning experiences.	
Artemis Foundation: Non-Profit <i>HR Intern</i>	May 2021 – Aug 2021 <i>Hyderabad, India</i>
<ul style="list-style-type: none">Managed and maintained the HR Information System (HRIS) to streamline employee data and support organizational operations.Assisted in planning and coordinating training sessions and workshops, enhancing employee development initiatives.Supported the HR team with recruiting, onboarding, and daily operations, contributing to employee engagement and professional growth programs.	

Projects

Advertising Simulation with Stukent Mimic Pro <i>Simternship - Virtual Intern</i>	Jan 2023 – Apr 2023 <i>Ypsilanti, Michigan</i>
<ul style="list-style-type: none">As part of Digital Marketing course, developed and executed comprehensive digital advertising campaigns within the Stukent advertising simulation platform, utilizing strategic keyword selection, audience targeting, and landing page optimization to maximize campaign effectiveness and ROI.Independently managed search ad, display ad, and shopping ad campaigns, demonstrating proficiency in budget allocation, creative development, and KPI analysis to drive engagement and conversions.	

- Applied **real-time strategy adjustments** based on analytics, achieving a **15% reduction in wasted ad spend**, **20% increase in follower engagement**, and **10% rise in website referrals**.

A research report on employee records management

Jul 2021 – Aug 2021

ICFAI Business School

Hyderabad, Telangana

- Conducted comprehensive research on employee records management practices within Artemis Foundation, synthesizing findings into a detailed research paper. A research paper on employee records management in an organization has been written for Artemis Foundation under the HR internship program.
- Contributed to enhancing organizational efficiency by analyzing existing employee records management systems and proposing potential improvements.
- Applied theoretical knowledge gained through HR internship program to investigate practical challenges and recommend solutions for optimizing employee data management processes.

EIC Analysis report on Mining industry- GBP Project

Aug 2021 – Dec 2021

ICFAI Business School

Hyderabad, Telangana

- Led a comprehensive Economic and Industry Analysis report focusing on the mining sector, examining key economic indicators and industry trends to provide strategic insights for the Global Business Project course.
- Conducted in-depth company analysis of Hindustan Zinc Ltd., utilizing financial metrics, market data, and industry benchmarks to assess its competitive positioning and potential growth opportunities within the mining industry landscape.
- Leveraged academic coursework and research skills to deliver a robust EIC (Economy, Industry, Company) Analysis report, demonstrating proficiency in synthesizing complex information and presenting findings effectively to support strategic decision-making processes.

Student Intern | ICFAI Business School

Apr 2020 – Jul 2020

Intern

Hyderabad, Telangana

- Prepared report on digital marketing at Airbnb.com, Under summer internship program at ICFAI Business School.
- I have managed to evaluate the marketing strategies of the industry and the company and prepare a research paper to assess the company's future business based on its past performance.

Workshops and Certifications

Entrepreneurship development phases

Dec 2020

IFHE's IIC Webinar

Identifying Intellectual Property Component at early stage of innovation

Dec 2020

IFHE's IIC Webinar

Business analysis & process management

Sept 2021

Coursera- Learning Credential Id :- COURSERA.ORG/VERIFY/T87UCW6TG4M6

Foundations of project management

Oct 2021

Google