Contact

Hyderabad
9502857898 (Home)
raghavreddy876@gmail.com

www.linkedin.com/in/
raghavmanyam (LinkedIn)

Top Skills

Marketing
Business Development
Social Media Marketing

Languages

Telugu (Native or Bilingual)
English (Professional Working)
Kannada (Limited Working)

Certifications

Google My Business Basics

Honors-Awards

KEY INNOVATOR of ZaranTech

Raghav Reddy

Digital Marketing Manager at The ThickShake Factory | Business
Development | Growth Hacker
Hyderabad

Summary

Experienced Digital Marketing with a demonstrated history of
working in the E-learning Industry. Skilled in Business Development,
Influencer Marketing, Content Marketing, Google ads and Social
media ad campaigns, SEO, SMO etc...

An achievement award from the previous organization: https://
youtu.be/fbLcIq0ymAw

I'm a certified Digital Marketer from Google in Search, Display,
Smart, Video, Shopping Ad Campaigns.

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Experience

TTSF Cloud One
Digital Marketing Manager
May 2022 - Present (3 months)
Hyderabad, Telangana, India

Performance Marketing and Lead Generation.

The ThickShake Factory
Digital Marketing Manager
May 2021 - April 2022 (1 year)
Hyderabad, Telangana, India

Pointers:
Google Ads
Facebook Ads
Off Page-SEO
Web Designing (WordPress CMS)
CRM Integration and Customization
WhatsApp API and Flow
Google My Business Optimization (GMB)
IVR Calling Setup, Email & SMS Campaigns

Emax Technologies
Digital Marketing Analyst
September 2020 - March 2021 (7 months)
Hyderabad Area, India

Email Marketing Campaign Planning and Management
Google my business GMB Optimization, Using standard technics.
Finding high-volume keywords using Google Trends, Keyword Planner.
Managing paid campaigns on Google Adwords - Search & Display, Bing, Yahoo, Ad Networks
Tracking all the Events likes, Page views. Using Google Tag Manager
Writing Content to the website based on the google Ads Approval and Disapproval policy
Used to write content to Facebook business website depending on their policy
Analyze detailed data including Avg. CPC, Impressions, CTR and Conversions Optimization
Website Content optimization based on the requirement. CMS
Day to Day checking Google Analytics report, for the traffic sources.
End to end CRM Software Customization - Implementation
Posting relevant articles on LinkedIn and Facebook daily basis.
Creating Facebook ads and Remarketing as per the requirements.
Implementing WhatsApp Business with Automated.
SMS marketing involves sending marketing messages to customers via text messages.
Tracking Progress in website traffic, lead generations, and conversions
Creating, Compelling Ad copy, using GoogleAd Words editor to make bulk changes, Keyword Match types for higher exact match clicks, adding Negative keywords, Keyword research, etc and optimizing for good performance

ZaranTech LLC
Digital Marketing Executive
July 2016 - October 2019 (3 years 4 months)
Bengaluru Area, India

CRM and Facebook Report regular basis.
ZOHO Mailing and SMS Marketing
Editing the HTML creative provided by the client
Good in LinkedIn Marketing
All Types of LinkedIn Premium Accounts handling Sales Navigator, Recruiter, Business.
Email and SMS Follow up using CRM, WhatsApp - API, Mix Max.

Online media marketing, technologies, and pricing models.
Involved in Market Research Secondary Research, Leads Generation,
Email Campaign, Data Verification, Validation.
Facebook ads campaigns and Influencer marketing
WhatsApp Marketing, Using Virtual number, SMS Marketing
Building queries to extract the data from the database and applying logical filters.
Working with creative resources to develop effective designs for all emails as per client requirements.
Performing a Quality check before deployment to deliver zero error email campaigns

ProDigital Marketing
Lead Generation Executive
November 2014 - July 2016 (1 year 9 months)
Bengaluru, Karnataka, India

Email Creation and Email Marketing

Education

Yogi Vemana University, Kadapa
Bachelor's degree, Computer Science · (2010 - 2013)