

Vishnu Vardhini Palakolanu
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OBJECTIVE

To build a challenging career with honesty and loyalty where I can utilize my experience, skills & knowledge efficiently for organizational growth

PROFILE SUMMARY

- Experience in Digital Marketing, Business Development, Sales & Lead Generation
- Expert in executing SMS, Whatsapp & Email campaigns
- Strong communication skills, Positive thinking, Dedicated to work & Leadership skills

PROFICIENCY MATRIX

- Digital Marketing
- Lead Generation
- Sales
- Business Development
- Team Management
- Microsoft Office
- CRM tools

EMPLOYMENT DETAILS

WIPRO LIMITED

Experience & Designation: Two years of experience as a Senior Digital Marketer

Duration: Jun 2020 – Till date

Roles and Responsibilities:

- Most familiar in creating and running campaigns in social media platforms like Facebook, LinkedIn, Twitter, Instagram and YouTube
- Expert in QCing the tasks after creating the campaigns
- Attaining certain & specific goals in generating leads, lead qualification, building brand image & conversion of the leads to reach targeted revenue
- Monitoring the performance of campaigns on weekly basis, evaluating them and taking proper measures to improve the performance
- Setup of Google Adwords & Google Analytics

MULTILIER IT SOLUTIONS PVT LTD

Experience & Designation: Two and half years experience as an Senior Digital Campaign Executive, Digital Marketing Executive & Account Manager

Duration: Nov 2019 – May 2020

Roles and Responsibilities:

- Communicating with clients to understand their requirement and explain product value
- Meeting clients regularly to build a strong relationship
- Share new proposals to clients for getting highest revenue
- Close the proposals on time
- Follow up with clients for campaign plan approvals & payments
- Expert in creating campaign plan and running campaigns in social media platforms like Facebook, LinkedIn, Twitter, Instagram and YouTube
- Lead Generation and Converting Leads into Deals to reach targeted revenue
- Maintaining & reporting results to clients on daily, weekly & monthly basis
- Build SEO Campaigns which include conducting On page and Off page optimization
- Always try to achieve position in the first page of popular search engines
- Creating blog pages and submitting articles to directories for getting back-links
- Expert in executing SMS, Whatsapp & Email campaigns without errors
- Post execution of SMS campaigning, I will segregate the report of delivered & undelivered Mobile numbers. If the number is undelivered then will try to reach the customers by executing whatsapp campaign
- Most familiar in finding the vendors for best price to get a good Margin for company
- Purchase new data & start campaigning for that DB to get new footfalls

APPRECIATIONS

- Got an appreciation from my Manager by getting new conversions & highest revenue within a limited time span
- Got an appreciation from my COO by closing new proposals & for maintaining good margin to the company

EDUCATION

- B.Tech (ECE) from Siddhartha Institute Of Science and Technology, Puttur in the year of 2017 with an aggregate of 73%
- Intermediate from Gowtham College, Badvel in the year of 2013 with an aggregate of 78%
- SSC from Sadhana School, Badvel in the year of 2011 with an aggregate of 83%

NOTABLE CREDITS & ACHIEVEMENTS

- Participated in workshop on Wireless Communication at JNTA Kalikiri
- Participated in work shop on blogging organized in SISTK, Puttur

- Participated in Power Point Presentation on Solar mobile charger organized by SVCE
- Participated for National level Aptitude Test conducted by JNTUA
- An active participant in the cultural events in school and College

PERSONAL SKILLS

- Quick learner
- Strong communication skills
- Dedicated to Work
- Team work skills
- Decision making skills
- Positive Thinking
- Leadership Skills

HOBBIES

- Listening to music
- Singing songs

DECLARATION

I hereby declare that all the above information is correct to the best of my knowledge and belief.

Date:

Place: Bangalore

VISHNU VARDHINI