Vaishnavi Reddy
Kraftshala's The Marketing Launchpad Program

PROFESSIONAL EXPERIENCE

Catalog Quality Associate, Amazon, Bangalore   **Jul 2019 - Jan 2022**
- Audited 1000 ASINs/day with 98.7% accuracy for 2.5 years across multiple teams
- Collaborated with the internal VVD team, researched the data for more than 100 product categories on Amazon Catalog
- Provided 10 VVDs/day for existing processes to help the team achieve more consistent results while auditing
- Trained 6 newly hired employees in the span of 2 months, with 99% accuracy and received a 4.7/5 rating as feedback
- Received "Best Employee of the Month" award for exceeding the expectations with 113% productivity and 100% reliability
- Promoted as Verifier, verified files of 3 associates on a daily basis, and shared my best practices with them

Business Development Executive, Crew Foundry, Bangalore   **Apr 2019 - May 2019**
- Interned as a BDE at a SaaS platform for contingent workforce sourcing and management
- Prepared and delivered pitches to potential clients and converted 10 leads within 8 weeks

EDUCATION

Year	Degree	Institute	CGPA/%
2016 - 19	Bachelor's of Business Administration	RNS First Grade College, Bangalore	8.35
2014 - 16	12th Grade State Board	National College Jayanagar, Bangalore	68.33%
2013 - 14	10th Grade State Board	Websters High School, Bangalore	87.20%

CURRENT EXPERIENCE

The Marketing Launchpad, Kraftshala, Online   **Jan 2022 - Present**
- Selected as a part of a batch of 200+ students from all over India for The Marketing Launchpad
- Completed ~600 hours of training across 12 weeks (10 hours/day)
- Modules completed: Marketing Basics, Search engine optimization, Facebook Ads; Currently pursuing / Modules lined up: Google Search/ Display/ Youtube Ads, Google Analytics, UAC, Amazon Ads, ASO
- Created a 2 month media plan on FB with 1 Cr as budget for Hershey's Exotic Dark Chocolate to drive awareness & consideration and also purchase from Amazon listings
- Strategized a media plan for McDonald's with 75L as budget to drive awareness, recall and online orders (1L) for their new variants over 3 months - plan included campaign phasing, budget distribution, campaign structuring, targeting, placements, formats.
- Strategized an integrated campaign across FB and Google for McDonald's with 4 Cr as budget to generate sales on the website and application. The plan included a selection of platforms, campaign objectives, buying type, targeting, budget split, campaign structuring and formats.
- Completed Excel /Google Sheets Training: operators, formulas, functions, pivots, Vlookups/ Hlookups, data validation with Digital Marketing use cases for practice

POSITIONS OF RESPONSIBILITY

Fest Organizer, MC of Management Fest Abhyudaya - 2019, RNSFGC, Bangalore   **May 2019**
- College ambassador and core Member of the organizing committee of the fest
- Hosted in "**Abhyudaya**" along with Freshers day that was conducted in college
- More than 20 Colleges attended and participated in the management fest and it was a huge success

EXTRACURRICULARS AND CERTIFICATIONS

Theatrical Actress - Lead Role, National College Jayanagar, Bangalore   **Mar 2015**
- Played Lead Role in the Drama - Sevanthi Prasanga and was awarded 1st place for the same in college

Member of Debate Team, RNSFGC, Bangalore   **May 2019**
- Won 1st Place in the debate competition on the topic "Is social media good or bad for society"

Certified Content Writer, IIM Skills   **Dec 2021**
- Successfully completed an 8 weeks course on different styles of writing like blog writing and social media writing

OTHER INTERESTS

Mobile Photography and Blogging
- Conceptualized Instagram posts/blogs for @ivaishnavi_reddy related to fashion, food, and traveling to express my creativity relevant to my target audience

Reading
- Read fiction novels such as Kafka on the Shore & The Da Vinci CODE in order to improve my creative thought process and vocabulary
- Read non-fiction books such as Sapiens & The 5 AM Club in order to improve my critical thinking and general knowledge