

VINATHY PALLE

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PROFESSIONAL SUMMARY

Experienced professional in designing marketing strategy for the potential customers in various digital platforms to enhance the brand awareness and sales. Hands on experience in Search Engine Marketing, Social Media Marketing and Search Engine Optimization. Ability to create and develop content related to the website, blogs, social media postings and infographics.

CORE COMPETENCIES

- Skilled in creating content, content optimization and ensuring search engine visibility.
- Self-starter, highly motivated, think through problems to come up with innovative solutions.
- Identifying the opportunities and selecting the segment to drive traffic for increasing conversions and driving sales growth.
- Excellent written and oral communication skills with an ability to problem solving, lead, create visibility, and motivate others.
- Ready to learn new concepts and a quick learner.
- Strong skills in MS Office- Excel, Word and PPT.

WORK EXPERIENCE

DIGITAL MARKETING MANAGER – October 2016 to August 2019
Ratnis Technologies Pvt. Ltd, Hyderabad.

- Search Engine Optimization to improve website traffic and page position using on-page and off-page techniques.
- Design and implement strategies to create brand image in all social media platforms (Instagram, Twitter, LinkedIn, Facebook, YouTube, Google Plus).
- Create and manage SEM campaigns.
- Research on keywords with the help of several tools like- Google Insights, Keyword Planner, SEMrush, Word Tracker.
- Handling PPC and AdWords campaigns.
- Analyzing performance of all campaigns with the help of Google Analytics.
- Collaborate with clients to understand their goals and develop new strategies and ideas.
- Design experiments and test to validate marketing effectiveness for channel optimization and growth opportunities.

- Collaborate with Digital Marketing team to develop integrated strategies that can deliver campaigns both offline and online customers.
- Knowledge on various tools used in Digital marketing such as: Google webmaster, Seoquake Tool, Seomofu Tool, Moz Tool, Semrush Tool, Google Analytics, Similarweb, Photoshop, Hoot Suite.

ASSISTANT PROFESSOR -July2013 to September 2016.

Lords Institute of Engineering and Technology, Hyderabad.

- Teaching Engineering Graduates and Management Graduates.
- Planning and implementing the course completion activities.
- Creating and maintaining various reports and conducting exams.
- Guided a team of three members for a national level competition “THE BIG LEAP- A Live Marketing Challenge” organized by PHILIPS, and stood in 5th place. (Only two colleges were selected from Telangana and Andhra Pradesh).

ASSISTANT PROFESSOR - September 2010- June 2013

Chilkur Balaji Institute of Technology, Hyderabad.

- Teaching Engineering Graduates and Management Graduates.
- Trained students in Quantitative and Reasoning areas as a part of CRT program.
- Conducted a Mock Interview session to create awareness among the students about Recruitment process.

ASSISTANT PROFESSOR - September2009 to August 2010.

Sree Dattha Institute of Engineering and Science, Hyderabad

- Teaching Engineering Graduates and Management Graduates.
- Planned and implemented various activities for students to develop communication & interpersonal skills

Business Development Manager- January 2008 to August 2009

Sathvika Marketing, Hyderabad

- Recruiting& Training
- Motivating the team
- Designing incentive system

Business Development Engineer- April 2007 to December 2007

Turbo machinery Engineering Industries Ltd, Hyderabad

- Evaluating tenders for servicing of power plants and manufacturing of spare parts for power plant equipment.
- Preparing the quotations for servicing and manufacturing.

EDUCATIONAL QUALIFICATIONS

- **MBA** in Marketing & HR from ICFAI University, 2007.
- **B. Tech** in Electrical and Electronics Engineering from SSJ Engineering College, 2003.

PERSONAL DETAILS

Name : Palle Vinathy
Date of Birth : 18th June 1982
Marital Status : Single
Languages Known : English, Telugu, Hindi and French

REFERENCES

1. Mr. Ch. Venkama Raju
Sr. Manager- International Accreditations
& Study Abroad, OP Jindal Global
University, Sonipat, Haryana.
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2. Mr. Nihar Bayyavarapu
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