MOUNIKA
SINDHURI

MARKETING ANALYST

CERTIFICATIONS

Marketing Analytics- University of Virginia | DARDEN SCHOOL of BUSINESS

Mailchimp Marketing- Udemy

Google campaign manager

Search Ads 360 certification

Display and Video 360 certification

Google Analytics individual certification

Digital Marketing Program Certification- Digominds

OBJECTIVE

Seeking a career opportunity where i can enhance my existing skills, learn new skills, perform to the best of my abilities and be a part of the organisation's growth.

WORK EXPERIENCE

**OCT- 2019
DEC - 2020**

+ **MOURI TECH**
Senior Marketing Executive

- Overseeing and developing marketing campaigns.
- Conducting research and analyzing data to identify and define target audience.
- Search Engine Optimization (Audit, On-page & Off-page)
- On-Page Optimization for SEO include resulting in indexing, ranking, improving page speed etc.
- Off-Page Optimization for SEO include resulting in an increase in website authentication.
- Perform various A/B Testing & Slit Testing procedures to optimize the campaigns.
- Create digital marketing performance reports with recommendations for enhancements.
- Devising and presenting ideas and strategies to increase the reach and traffic.
- Affluent in using marketing and sales tools like MailChimp, SEMrush, ZoomInfo, Zoho, SalesForce etc.
- Planning Promotional activities.
- Responsible for maintaining websites and data analytics.
- Coordinating with the internal marketing teams and organising events and product exhibitions.
- Managing social media accounts and social media campaigns.
- Evaluating marketing campaigns and ROI.
- Monitoring and reporting on competitor activity.
- Manage Marketing activities and support the Head of Marketing.
- Managing the production of marketing materials, including leaflets, posters, flyers, and liaising with designers.
- Updating the Head of Sales about the marketing activities and initiatives every week.
- Designing the collaterals for internal win announcements.
- Preparing presentations for Head of sales and Hosting live Webinars.

**MAY- 2019
SEP- 2019**

+ **RADAR108. MARKETING NEWS, SOLUTIONS, SERVICES.**
Marketing Analyst

- Digital Marketing.
- Worked on SMM and Graphic Designing.
- Assisted in Content Marketing Strategies.
- Assisted in Social media strategy for different channels.

**AUG - 2016
FEB - 2019**

+ **PIXPECTIVE**
Social Media Marketing Specialist

- Generating leads through digital marketing channels. Client's requirement gathering, Quotation, Negotiation & winning the projects.
- Assisted in social media strategy for different channels.
- Coordinating with on-field teams to ensure the quality & timely delivery of the deliverables.

SKILLS

PROFESSIONAL

Web Design and Web Hosting Basics	Testing
SEO & Strategies	Project Management
Keyword Research	Team Management
On & Off Page Optimization	Requirement Gathering
Google Analytics	Requirement Analysis
Google Keyword Planner	Google Algorithms
Pay Per Click (PPC)	Content Marketing and Guidelines
Online Reputation care	SMM

STRENGTHS

Flexible

Creative

Smart Worker

Thought Process

Work Ethic

ACHIEVEMENTS

- ◆ Won Quarterly best performer award at Mouritech
- ◆ Promoted to Senior Marketing Executive after 6 months into the company
- ◆ Organized various conferences held at JBIET.
- ◆ Participated in various workshops held at JBIET.
- ◆ Clients Relationship Manager at AIESEC.

EDUCATION

2012 - 2016   **+**   **JB INSTITUTE OF ENGINEERING AND TECHNOLOGY**

Bachelor of Technology in Electronics & Communications Engineering from JBIET, Hyderabad. An overall aggregate of 74%.

2010 - 2012   **+**   **NRI JUNIOR COLLEGE**

Graduated Intermediate from NRI Junior College, Vijayawada. An overall aggregate of 83.4%.

2001 - 2010   **+**   **TRIVENI TALENT SCHOOL**

Graduated 10th grade from Triveni Talent School, Khammam. An overall aggregate of 78.3%.

HOBBIES & INTERESTS

TRAVELLING	CYCLING	GYM	YOGA	BADMINTON	MOVIES	MUSIC	NETWORKING