

# P KRISHNA REDDY

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## OBJECTIVE:

I dedicated towards my work to achieve both personal and professional skills. Good problem-solving and analytical skill. Applies Creativity skills like Divergent thinking and tries to Reframe and Experiment to find appropriate solutions for different type problems. Adaptability and Flexible towards any kind of challenging or changing scenarios. Willingness to work in a team and want to be an asset for the organization achieving certain goals in a given period of time.

## PROFESSIONAL SUMMARY:

- As a Social Media Analyst, I was involved in managing brand's social media presence, social listening, client success and enablement of the platform for the new clients. Analytics and reporting were my strengths and have worked on many analytics reports for the brands.
- Having worked with clients in the US, Mexico, Europe Countries.
- Project Handled - Nike, Microsoft, LG, P&G, Microsoft, State Farm, Santander, Loreal, AT&T, Lenovo, KCC, Coty, Healthgrdes, Iovate Healthcare, Amica Mutual Insurance, Owens Corning, World wide technology, Impossible Foods, XPO Logistics, Kimpton Hotel & Restaurent etc.
- Involving in giving daily and weekly status reports to technical manager.
- Tool Used: **Sprinklr**.

## WORK EXPERIENCE:

- **Company:** Unidolabs Technologies LLP.
- **Designation:** Social Media Analyst.
- **Duration:** July 2018 to October 2019.
  - Monitoring effective benchmarks for measuring the impact of social media campaigns, and analyze, review, and report the health of communities across all Sprinklr social touchpoints (Twitter, Facebook, Instagram, LinkedIn)
  - Lead global 24x7 operations for Managed Services team while handling over Global clients across varied geographies- InDepth knowledge of Sprinklr Modules- Social Core, Social Listening, Social Benchmarking, Reporting & Content Marketing
  - Lead the Social Listening efforts across the verticals of Cosmetics brands, Spirits Industry, Tech Industry & other domains & provide crisp actionable insights after analyzing Listening Engine data (Sprinklr)
  - Creating strategies using Listening tool to help brand listen to the communities and analyzing the conversations across Social Media (ORM).

- Manage and optimize client configuration.
- Maintaining platform relevancy according to changes business needs and ensure that all client deliverables are met on time.
- Creating strategies for social selling which includes platform enablement, custom optimization strategies, conducting internal training and enablement.
- Identify key trends, topic of discussion, sentiment, user's perception around the brand and sharing insights with clients on daily, weekly and monthly basis.
- In-depth analysis of Brand & Industry with sources & sentiment analysis, and identify queries, complaints, and feedback.
- Analysis of viral trends & trending topics and insights on how various brands are leveraging.
- To Capture and analyze social data/metrics, insights and best practices, and then acting on the information.
- Utilizing the best out of Sprinklr platform by listening, engagement, reporting, benchmarking.
- Social listening tool setup including keywords, query parameters, and dashboards.
- Refinement of query parameter setup to ensure accurate and insightful mention analysis is available to report
- Pull and interpret data from social listening tools including volume, sentiment, conversation drivers, influencers, etc.
- Identify, comprehend and clearly articulate clients' requirements while quickly and efficiently executing client requirements so that the client's objectives are met in an optimal way
- Think & suggest ways to the client to improve their current social listening or other social media needs. Identify opportunities for increased efficiency for clients and provide subject matter expertise on the best fit case for solving the client needs.
- The role could include monitoring feeds and processes, performing change management and software configuration and provide 1st/2nd Line technical support
- Assist MS Consultant to manage and optimize the configuration of onboard Sprinklr clients.
- Help identify platform gaps, optimization opportunities and assist in building the appropriate solution.
- Responding to the customer compliance from brand prospective
- Assist in maintaining platform relevancy according to changes in business needs and ensure that all client deliverables are met on time.
- Build experience working with top clients and a better sense of mapping social media goals to business goals.
- Produce and maintain internal and client-facing documentation of implementation steps and activities for internal and external partners.

## AWARDS:

- **ON THE SPOT AWARD** in recognition and appreciation for delivering outstanding performance in **Q2** - 12<sup>th</sup> Oct-2018.
- **ON THE SPOT AWARD** in recognition and appreciation for delivering outstanding performance in **Q4** - 18<sup>th</sup> Jan-2019.

## EDUCATIONAL QUALIFICATIONS:

- **MCA** from Cambridge Institute of Technology affiliated to VTU University, Bangalore, Karnataka with **73%**.
- **B.Sc.** from Dr A.E.R Degree College affiliated to SV University, Tirupati, Andhra Pradesh with **68%**.
- **12<sup>th</sup>** from AGS Junior College affiliated to Board of Intermediate Education, Andhra Pradesh with **72%**.
- **SSLC** from TPPM High School affiliated to Board of Secondary Education, Andhra Pradesh with **78%**.

## PERSONAL INFORMATION:

- Permanent Address** : Aggichenupalli (v), Vedurukupam mandal, Chittoor dt, Andhra Pradesh, 517569.
- Present Address** : #68, Parvathi Nagar, Medahalli, K R Puram, Bangalore, Karnataka, 560036.
- Date of Birth** : August 30, 1995.
- Gender** : Male
- Marital Status** : Single
- Hobbies** : Travelling, Exercise, Meditation, Running
- Blood Group** : B+
- Language Skills** : English, Telugu, Kannada.

## DECLARATION

I hereby declare that the above furnished details and information are true to the best of my knowledge and belief.

Pandikunta Krishna Reddy

Place: Bangalore

Date: