



ALLADA MOHAN KUMAR

Designation: Assistant Marketing
Manager



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Dr.no: 1-14, Dammapeta,
Khammam, Telangana, 507306

TECHNICAL SKILLS

- ★ Online and Offline Marketing
- ★ Digital marketing tools
- ★ Google Analytics
- ★ Google AdWords
- ★ Mailchimp
- ★ WordPress for basic and E-commerce website
- ★ Project management tools
- ★ Microsoft Excel and PowerPoint
- ★ Canva and Lumen5
- ★ Event Planning and Management



CAREER OBJECTIVE

To work in a firm with a professional work-driven environment where I can utilize and apply my knowledge, skills which would enable me as a fresh graduate to grow while fulfilling organizational goals.



EXPERIENCE

Organization: Avrexsee Enterprises Pvt. Ltd.

Designation: Assistant Marketing Manager

May - Till date

Roles and responsibilities:

- ★ E-commerce Digital Marketing
- ★ Offline Marketing
- ★ Event Planning and Management
- ★ Brand Management

Organization: IBMR- International Business School

Designation: Digital Marketing Freelancer

March'19 - Till date

Roles and responsibilities:

Complete Digital Marketing

Organization: Social Orange

Designation: Digital Marketing Executive

August'18 - February'19

Roles and responsibilities:

- ★ Handling complete SEO
- ★ Website Audit
- ★ Analytics tracking and report making
- ★ Keyword research and monitoring performance
- ★ Implementing Meta data
- ★ Implementing GTM Tags and Search Console
- ★ Preparing strategy making reports
- ★ Monthly plan for complete SEO
- ★ Image, Video, Infographic, Podcast, PPT Creation and promotion
- ★ Blog writing and posting in the website through WordPress
- ★ Social media creatives & calendars
- ★ Social media post scheduling in Buffer
- ★ Running Email Campaigns
- ★ Running FB and Adwords campaigns
- ★ Fetching Landing page templates and creating relevant content along with suitable Lead forms to run Ad Campaigns
- ★ Project Management tool maintenance
- ★ Handling clients.



EDUCATION

University of Mysore (IBMR-IBS)

Master of Business Administration (MBA) in Marketing

70%

2017-19

Sri Vasavi Engineering College

B-Tech

67%

2013-17

Siddhartha Junior College, Eluru

Intermediate

90%

2011 -2013

Millennium school

Secondary School Education

80%

2010-2011



PROJECTS

Implementation of Look-Ahead Carry Adder using Reversible Logic Gates as a major project in B-Tech final year.

6 months

Affiliate Marketing In India: The Challenges Faced By Affiliates

6 Months



ACHIEVEMENTS & AWARDS

✓Received "*Digital Marketing Master Certificate*" from VSkills and Digital Vidya.

✓Implemented Electric Gadget named "*Thing Hunter*" in my B.Tech as a part of project expo.

✓My team stood in the top place in PCB workshop conducted at JNTU Kakinada and got selected to MUMBAI and received a "*Certificate Of Honor*".

✓Received 2nd prize in science fair competition at St Mary's English medium school, Dammapeta.



ACTIVITIES

★Presented my abilities in conducting Marketing Event in Management Fest as a *HEAD COORDINATOR at IBMR-IBS*.

★Got privilege to manage a group of 50 odd management students as a responsible *Class Representative in MBA*

★Digital Vidya and VSkills Certified *Digital Marketing Master*.

★Prepared a research paper on "*Content Writing*".

★Presented a new concept with the name *Thing Hunter* in PROJECT EXPO at Sri Vasavi Engineering College.

★Presented PPTs' in Vasavi College (tadepalligudem) and PRAGATI engineering college (Raja Mahendravaram).

★Blood donation.



PERSONAL PROFILE

Date of Birth : 13/07/1995

Marital Status : Single

Nationality : Indian

Known Languages : English, Telugu

Hobby : Cooking, Acting in my own written scripts, Playing games, Exploring with friends.



DECLARATION

I do hereby declare that the above information is true to the best of my knowledge.