

# KODALI DINDI BASANTH

ACADEMIC PROFILE		
Bachelors in business administration(general)	PERCENTAGE 53%	[2018-2021]
[MBA]	Marketing(martech)/humanresources JOB ROLE:DIGITAL MARKETING	PERCENTAGE [Jagdish Sheth School of Management] [Year] 2023- 2025 40.0%
Class XII (CBSE)	7.0 CGPA	[Delhi public school(central board ) [Year] 2015]
Class X (CBSE)	5.3 CGPA	[DAV Khagoul Patna] [Year] 2013]
AREAS OF STUDY		
MBA in Marketing (mar-tech) with Minor- human resources		
WORK EXPERIENCE		Duration (7 Months)
[Bhagyalakshmi medical agencies] [vijayawada]	ROLE :CHIEF MARKETING OFFICER	[Start AUGUST][2021] -[2023]
Assisted in developing pricing strategies that maximize profits while maintaining customer loyalty.Maintained relationships with key customers through regular communication.Supervised a team of junior marketers in executing various projectOrganized trade shows and exhibitions to promote brand awareness.Developed and implemented marketing plans for new products.Collaborated with internal teams on product launches and advertising strategies.Tracked budgets for all marketing initiatives and provided regular updates.		
INTERNSHIPS	ROLE	[start [june-]2024] - [august]- [2024]
[Mumbai]	DIGITAL MARKETING INTERN	
INTERSHIP STUDIOS [MUMBAI]	Created reports summarizing performance of digital marketing initiatives over timeAnalyzed website metrics such as page visits and conversions to measure success of campaigns. • Tracked progress of campaigns with Google Analytics and Adobe Creative Suite. • Managed customer relationships through various channels such as email and social media networks. • Suggested new strategies based on analytics data to improve effectiveness of campaigns. • Developed content for websites, blogs, and social media platforms to increase brand awareness.	
ACADEMIC PROJECTS		
[Design Thinking]		
Developed and implemented BossBro software, addressing common issues to minimize joblessness by providing a platform for individuals to earn significant income.		
[E-]commerce and online store		
Objective: Developed an online store for Forged for Men, specializing in distinctive men's jewelry, Designed and implemented a user-friendly website featuring curated collections and bold styles, Integrated secure payment systems and real-time inventory management, Optimized the site for mobile responsiveness and enhanced user experience. ( gryphon ) Topic : Social Media Marketing on Underrated music Objective: Created and managed social media accounts dedicated to promoting underrated music, Developed and executed targeted ad campaigns on Facebook and Instagram, Increased follower engagement and visibility through strategic advertising, analyzed ad performance to refine and optimize future campaigns. ( Tune Tales )		
CERTIFICATIONS		
Certificates	Provider	Year
1.	Yoga Fest	2018
2. Meraas Al Marmoom Ultramarathon	Dubai Sports Concil	2018
3. International Photography Festival, Xposure 2018	Sharjah Govt Media Bureau	2018
4. Dubai Internation Coffee Champion	Coffee and Tea Festival	2019
5. Appreciation	NAME [Nest Academy of Management Education]	2019
POSITIONS OF RESPONSIBILITY		
Nest Academy of Management Eduction	[Position 1] Volenteer [Position 2] Volenteer [Position 3] Volenteer [Position 4] Volenteer [Position 5] Volenteer	[YEAR 2018-2019]
ACCOMPLISHMENTS		
Competitions	- [Certified volunteer, proficient in photography, exposure, and physical fitness, with specialized training completed at international events in Sharjah, UAE.] - [Gained valuable event management experience and delivered significant outcomes by participating in events at NASCO, Wankhede Stadium, and Goregaon Club. ]	[2018-2019]
Professional	- [Best Sells Man of the month] BYJU'S	[2021]
SKILLS		
• Microsoft word - Intermediate • Excel from Coursera - Intermediate • PowerPoint presentation - intermediate kill		