



Pranav Koduri

Digital Marketing Manager at BYJU'S | Scaling ED-TECH | Google Black Belt | Growth Marketer

Bengaluru, Karnataka, India

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Languages

Hindi (Fluent)

Telugu (Native)

English (Native)

Russian (Basic)

About

Hola, My self Koduri Pranav did my engineering currently exploring Marketing. It's Been 5 years into Digital Marketing and had a chance to Strategise and Execute Performance Media Campaigns for various Clients who belong to BFSI, FMCG, E-Commerce, Ed-tech and Real estate. After 4 Years into agencies now working for the worlds largest Ed-tech Platform BYJU's. Highlights * I love selling brands and their products. I help people fall in love with brands. * I tell great narratives that motivate. * I am constantly learning because I never settle (One plus LOL). * I Excel at the Execution of Big Ideas with given constraints. * I put the customer at the centre of all that I Do. * Product Marketing and growth is my primary moto. I believe in "Life is All About Exploring New things"# Google Black, Blue & Green Belt CERTIFIED | Digital Marketing Strategy | Digital Marketing Expert | E-Commerce | lead Generation | Performance Marketing | Google Marketing Expert | Paid Acquisition Expert | Media Strategy | Data-Driven | PPC Expert | Influencer marketing | Digital Marketing Freelancer | Blogger | Digital Freelancer. For Freelancing Projects Reach me: Pranavkoduri123@gmail.com Upwork: <https://bit.ly/2Vtj7pw> Thanks & Regards, Koduri Pranav Digital Marketing Expert Pranavkoduri123@gmail.com; koduripranav@foxbuff.com www.foxbuff.com www.foxbuff.com/digital

BRANDS WORKED WITH

Adathon Advertising & Pr

BYJU'S

Kinnect

Logicserve Digital

Netbiz Systems Pvt. Ltd.

Experience



Digital Marketing Manager

BYJU'S | May 2022 - Now



Assistant Manager - Digital Marketing

BYJU'S | Jun 2021 - Jun 2022

Digital Account Manager

Logicserve Digital | Mar 2020 - Jun 2021

- Strategizing, Analyzing, Planning & Managing Paid Media marketing campaign's on platforms Google, Facebook, Bing, Twitter, LinkedIn Etc.
- Ensuring best performance marketing initiatives to get the best ROI on spends.



Senior Digital Paid Media Specialist

Kinnect | Jun 2018 - Dec 2019

- Strategizing & Managing Paid Media marketing campaign's on platforms Google, Facebook, Dv360, Bing, Yahoo, Taboola, Twitter, LinkedIn, Outbrain Etc.
- Ensuring best performance marketing initiatives to get the best ROI on spends.
- End-to-end execution, measurement, reporting and optimization of Ad-Words (Search, Youtube, Shopping, UAC, Display) campaigns with goals to increase transactions, new users etc.
- Hands-on Experience building, Optimizing and managing performance marketing campaign's
- Highly analytical and experienced in making data-driven decisions.
- Experience in handling large scale campaign planning, optimizing for both performance and brand impact.
- Thorough understanding and hands-on experience on Facebook, Google, Twitter, LinkedIn, Dv360, Taboola, Outbrain advertising platforms with Audience targeting/Segmentation etc.
- Coining, developing, & implementing strategies to improve engagement across social media platforms (Twitter, Facebook, LinkedIn, etc.)

- **Adoperations Executive Digital**

Netbiz Systems Pvt. Ltd. | Jul 2017 - May 2018

- Managing Paid Media marketing campaign's on search engines such as Google, Bing, Yahoo Etc.
- Experience in using campaign management tool like Adwords Editor, Facebook Power Editor, DFA Etc.
- Strong Analytical skills, Decision making based on data, and high proficiency with Excel, powerpoint.
- Experience in analyzing large data sets and providing insights,
- Proven track record of delivering customer acquisition and revenue growth while optimizing for ROI metrics.
- Hands-on Experience working with Native platform's like Taboola, Outbrain etc.

- **Digital Marketing Executive**

Adathon Advertising & Pr | Aug 2016 - Jul 2017

- Proven working experience in Digital marketing, leading and managing SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Highly creative with experience in identifying target audiences and devising digital campaign's that engage, inform and motivate, Experience with A/B and multivariate experiments,
- Solid knowledge of website analytics tools like Google Analytics, Web-trends, Netinsight etc.
- Experience in setting up and optimizing Google Adwords, Facebook advertising campaigns.

Education & Training

2012 - 2016

- **Vaagdevi College of Engineering**

ECE, Bachelor of Engineering