

Pranay Puchakayala

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EDUCATION

Campbellsville University

Louisville, KY

Master of Sciences, Information Technology Management, GPA: 4.0/4.0

May 2018

- Relevant coursework: Project Management, Management Information Systems, Team Management

Bharathidasan University

Mumbai, India

Master of Business Administration (MBA), Equivalent to 3.5/4.0

June 2015

- Relevant coursework: Business Communication, Statistics for Management, Marketing Management

VIT University

Vellore, India

B.S. in Mechanical Engineering, Equivalent to 3.26/4.0

June 2012

- Relevant coursework: Resource Management, Facilities & Process Planning, Operation Research
- Awards: Best Student Chapter Award 2011, Down to Earth Mentality Award 2011

EXPERIENCE

Heasley&Partners, Inc.

Scottsdale, AZ

Digital Marketing Manager

June 2017 – Present

- Manage digital assets & marketing of 12 brands including PetClub, Family Promise, Company Nurse.
- Analyze data, identify performance trends, and communicate performance metrics.
- Design tests & monitor key performance indicators for campaigns.

Well Wishers Media Pvt. Ltd

Mumbai, India

Digital Media & Marketing Manager

Jan 2013 – Jan 2017

- Established & operated of the organization's digital wing.
- Supervised 8 members from creative, production & marketing teams.
- Executed over 100 digital campaigns for 30+ clients including MTV, Comedy Central, Teach for India

Zomato Media Pvt. Ltd

Hyderabad, India

Sales and Marketing Manager

July 2012 – Dec 2012

- Accelerated business growth within Hyderabad area
- Supported client servicing, data acquisition & reporting

LEADERSHIP

SEDS-India: Nationwide Astronomy chapter

Vellore, India

President

2010-2012

- Chaired SEDS-India Committee and its 3 wings – Core, Projects, Outreach
- Started new chapters, managed existing chapters, coordinated with SEDS chapters worldwide
- Organized annual SEDS-India National Conference

SKILLS

Computer: Microsoft Project, Office, SQL, HTML, WordPress, Photoshop, Premier Pro, InDesign, After Effects, Google Analytics, Adobe Marketing Manager, Google AdWords, Facebook Business Manager, YouTube Creator Studio, G Suite

Language: Fluent in English, Hindi & Telugu

CERTIFICATIONS

- Google certified in AdWords search, display, video, mobile & shopping advertising, Google analytics & Google mobile sites
- YouTube Certified in Audience Growth and Digital Rights