

Veda Pragna Yalamanchili

Data-driven, customer-centric and results-oriented entrepreneur with 5+ years experience in creating and implementing growth strategies. Having a strong background and understanding of customer funnel and business operations, I optimize necessary strategies and functions to drive the growth of the company. Currently seeking opportunities in growth marketing, content marketing, SEO, Social Media Marketing and leadership positions.

Employment History

Marketing Manager at Nemo, Remote

August 2021 — Present

- Leading Content Marketing Area of the start-up by working with 4 freelance content writers, setting up blog section of the website and creating the content flow process from content research to content creation and content publishing to content promotion.
- Conducted Keyword Research, Content Gap Analysis, Keyword Gap Analysis, SERP Analysis for over 20 keywords and generated over 1500+ relevant keywords in order to create a comprehensive content plan and SEO strategy.
- Collaborating with a social media marketing agency to build and execute social media campaigns to generate leads and build traffic.
- Collaborating with a video making freelancer to produce short 10+ explanatory videos of the services offered by the startup.
- Collaborating with a product launch specialist in order to develop pre-launch, launch and post-launch strategies for the product.
- Created a community marketing plan in order to serve over 5000 waitlists planned to be generated each month.
- Supporting the Hiring process by conducting the first round of interviews to increase the sales and marketing team size.
- Cold Calling prospective clients to understand their business needs.

Growth Manager at Plover, Remote

January 2021 — Present

- Leading SEO and Content Marketing aspect of the start-up by working with 2 content writers and a graphic designer to drive traffic into the website.
- Collaborated with 2 co-founders in order to understand and create 'business vision & mission statements, values and business purpose.
- Completed a thorough competitor analysis, industry analysis and keyword analysis of over 100 keywords.
- Identified the target audiences and entire user funnel to plan 2 separate behavioural paths in order to drive user acquisition.
- Collaborated with the business development and marketing teams to facilitate the creation of 3 target customer personas.
- Creating and designing content and social media strategies to align with business goals and drive website traffic.

- Automated tasks using Zapier, Schedules calls directly with users on the website using calendly, Saved and posted content on social media from Airtable, Sent newsletter subscriptions through Mailchimp and answered customer queries on drift chatbot.

Sales and Marketing Specialist at Nemo, Remote

June 2020 — March 2021

- Collaborated with partners in corporate and government to oversee a government initiative in helping new businesses.
- Created and executed 5+ email marketing campaigns.
- Cold calls - Contacted MSMEs (both formal and informal) by telephone, understood their problems and helped them in finding the right technological products to suit their business needs.
- Demonstrated product features to over 50 customers by giving them product demos.
- Handled customer support by answering customer questions, receiving customer feedback and passing it down to the product team for necessary product fixes/updates.
- Set up business pages on popular social media sites.
- Created 2 Videos (Teaser video and Product demo video) for Marketing and educational purposes.
- Supported the Hiring process by conducting the first round of interviews to increase the sales and marketing team size.

Growth Hacker at Freelancer, Remote

June 2016 — Present

- Written over 30 blogs and articles as a ghostwriter for more than 5 clients with a majority of the articles being related to the travel and tourism industry.
- Designed, developed and launched over 10 websites using Wix and Figma (only designs) for various hostels, resorts, guest houses and adventure sports organizers.
- Created web content for all these websites along with making them SEO friendly in order to drive website traffic.
- Handled 10+ social media channels while creating content and designing content for them in order to raise brand awareness.
- Acted as a tour guide and receptionist in over 10 countries providing exceptional customer support and ensuring 100% customer satisfaction.

Education

Bachelor of Technology in Electronics and Communication Engineering, GITAM, Visakhapatnam

June 2014 — April 2018

GPA: 8.21/10

Intermediate Education (Grade 11 and 12), NRI Junior Kalasala, Visakhapatnam

June 2012 — April 2014

Major: Mathematics, Physics and Chemistry

Grade: 93.4%

Grade 10, Sri Chaitanya Techno School, Visakhapatnam

June 2011 — April 2012

Grade: 9.5/10

Links

[Linkedin](#)

[Instagram](#)

[Website](#)

Courses

Inspiring and Motivation Individuals at University of Michigan, Online

May 2018 — May 2018

Managing Talent at University of Michigan, Online

April 2018 — April 2018

Applications of Everyday Leadership at University of Illinois at Urbana-Champaign, Online

April 2019 — April 2019

Foundations of Everyday Leadership at University of Illinois at Urbana-Champaign, Online

March 2019 — March 2019

Extra-curricular activities

Customer experience manager at Work exchange, Bergamo, Italy

June 2019 — August 2019

Customer experience manager at Work Exchange, Siena, Italy

August 2019 — September 2019

Campsite Manager at Work Exchange, Munich, Germany

September 2019 — October 2019

Commuity Manager at Work Exchange, Bad Belzig, Germany

November 2019 — January 2020

Digital Consultant at Work Exchange, Dehradun, India

September 2020 — September 2020

Customer Experience Manager at Work Exchange, Jaisalmer, India

October 2020 — December 2020

Digital Consultant at Work Exchange, Omadhoo, Maldives

April 2021 — June 2021

Customer Experience Manager at Work Exchange, Aqaba, Jordan

July 2021 — July 2021

Digital Consultant at Work Exchange, Wadi Rum, Jordan

July 2021 — July 2021

Skills

Decision Making

Critical thinking and problem solving

Adaptability

Leadership

Fast Learner

Customer Service

Effective Time Management

Communication Skills

Marketing

SEO

Growth Hacking

Email Marketing

Microsoft Office

Ability to Multitask

Ability to Work Under Pressure

Collaboration & Teamwork

Content Marketing

Able to manage and implement Social Media campaigns

Community Management

Languages

English Highly proficient

Hindi Highly proficient

Telugu Native speaker

Hobbies

Adventure Sports, Traveling, Reading, Listening to Music, Swimming, Table Tennis, Cooking.