

Career Summary

- 3+ years of experience in digital marketing, including SEO, content marketing, and social media management.
- MBA in Marketing from Vishnu Institute of Technology (2021).
- Proven success in growing social media impressions, writing SEO-optimized content, and writing ad copies for campaigns.
- Created the entire content for Freedom with AI course.

Skills

Copywriting, Content writing, Prompt Engineering, Social Media Management, Creativity.

Time management, Communication, Attention to detail, Manage multiple projects, Research Abilities.

Experience

IG Accelerators, Hyderabad, India (Permanently Remote)

Content Marketing Specialist, 07/2022 - present

- Authored 10+ PR articles, significantly raising client visibility and media attention.
- Composed landing page copy for 15+ clients, enhancing lead conversion rates.
- Developed 100+ effective ad copies for Facebook and Google Ad campaigns with more than \$100K budgets, leading to high increase in click-through rates.
- Composed 100+ video scripts, increasing viewer engagement on client and company YouTube channels.
- Produced 110+ persuasive email copies, boosting open and click-through rates in diverse email marketing campaigns.
- Increased IGA founder's LinkedIn profile impressions from 7K to 500K+ monthly, demonstrating substantial growth in potential leads to the company.

Key technologies/tools used: Notion, Taplio, SurferSEO, VidIQ, ChatGPT, Midjourney and other AI Tools.

Orange Figs Pvt. Ltd., Hyderabad, India

Digital Marketing Associate, 11/2021 - 07/2022

- Managed social media presence for Orange Figs and Culinary Lounge, enhancing brand engagement.
- Developed compelling copy for a variety of marketing collaterals, optimizing message clarity and engagement with the brand.
- Implemented email marketing campaigns through SendInBlue and Mailchimp, improving audience outreach and increase in brand visibility.
- Led a team to drive SMS, WhatsApp promotions, and e-commerce marketing, taking daily order count from 7 to 60 in 2 months time.
- Created and published engaging food-related blog content, increasing website traffic.
- Initiated digital ad campaigns for a summer baking camp via BookMyShow, Paytm Insider, Adonomo, and MyGate, driving up registrations.

Key technologies/tools used: GupShup, Ahrefs, Freshworks CRM, Sendinblue, Canva, Hootsuite.

Amazon Development Centre, Bangalore
Tron Operations Associate, 05/2021 - 10/2021

- Proven ability to perform exception analysis with an impressive accuracy rate of 98%.
- Ensures efficient issue escalation to relevant teams for timely resolution.
- Demonstrated proficiency in executing precise stowing operations via human-machine interface systems.

Key technologies/tools used: Company's in-built tools.

Efficient Agrichem Pvt. Ltd., Duggirala, Andhra Pradesh
Marketing Associate, 03/2020 - 04/2021

- Demonstrated expertise in crafting and scheduling daily social media content, boosting online interactions.
- Led the execution of diverse offline marketing campaigns, including public events and roadshows, increasing brand visibility.
- Skilled in creating engaging content for a range of online and offline marketing materials, improving promotional impact.
- Successfully implemented Facebook advertising campaigns, increasing audience reach.

Key technologies/tools used: Gupshup, Canva, MS Excel, Word.

Projects

Freedom with AI, a contains;

- 500 ChatGPT mega prompts.
- AI mastery and guide to become a prompt engineer.
- 50+ AI Business Ideas with a marketing blueprint.
- A guide to master Text-to-Image Prompt Engineering.
- Curated a list of over 300 AI tools.

Certifications

- Completed the SEO Career Kickstarter (SCK) 10-week training program, Apr'23
- Effective Business communication course, IIM Bangalore, July'20

Education

MBA in Marketing, 2021, Vishnu Institute of Technology, Bhimavaram, 78.70%
Bachelors in Commerce, 2019, Sir C R Reddy Autonomous College, Eluru, 76.3%

Portfolio

✨ <https://iamkiran.com/>