

# RESUME



## RAJKUMAR KOTHA

### PROFILE

**Name**

Rajkumar Kotha

**Date of Birth**

12th May, 1995

**Address**

11-73,  
Venkateswara Colony,  
Gorantla, Guntur - 522034  
Andhra Pradesh

**Phone**

+91 8686130453

### REACH ME

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### CAREER OBJECTIVE

Passionate Digital Marketer, experienced as a Social Media Analyst with keen interest in social media marketing, looking for a lead role in an organisation to attain business goals.

### JOB EXPERIENCE

**Social Media Executive**

**Net Savvies Media Co,** (Feb 2018 - Present)  
Role: Required to give regular updates on Social Media trends and make reports based on requirement for the Official Accounts of NCBN and APCM

**Intern**

**Vizury Interactive Pvt Ltd.** (May 2017 - Aug 2017)  
Role: Required to generate leads through E-Mail Marketing using Hubspot and LinkedIn Sales Navigator

### CAMPAIGNS INVOLVED

- **Amazing Andhra**
- **Janmabhoomi2019**
- **World Tourism Day**
- **APWithCBN**
- **F1H2O**
- **Dharmaporatam**
- **APElections2019**

## KEY INTERESTS

- Social Media Marketing
- Search Engine Marketing
- E-Mail Marketing
- Search Engine Optimization
- Website Designing

## HOBBIES

- Playing badminton
- Bookholic
- Watching cricket

## SKILLS

- Campaign Mgmt
- Time Management
- Working on pressure
- Adaptability
- Team Work

## LANGUAGES

- English
- Telugu
- Hindi

## PROFESSIONAL CERTIFICATIONS

|           |   |
|-----------|---|
| Ads       | Google Fundamentals, Google Display Advertising, Google Search Advertising, Google Digital Unlocked |
| Analytics | Google Analytics Beginner<br>Google Advanced Analytics  |
| Udemy     | SEO - Introduction Course<br>Master in SEO Quickly  |
| Other     | HTML,MS-Office, Tally 9.0, Hardware & Networking  |

## ACADEMIC PROFILE

|             |   |
|-------------|---|
| MBA(DM&EC)  | K.L.University (8.8 CGPA)<br>(2016 - 2018)    |
| B.Com(Comp) | JKC College (79%)<br>(2013 - 2016)            |
| M.E.C       | Sri Medha Jr. College (83.7%)<br>(2011- 2013) |
| SSC         | Sri KVR Naidu High School (83.2%)<br>(2011)   |

## EXTRA CURRICULAR ACTIVITIES

- Attended workshops on Advanced Google Ads on January 2019
- Young Entrepreneurship Awardee at JKC College,Guntur in 2016
- NSS Camps at JKC College
- Participated in various Inter-Collegiate Competitions.