



# PRANAV KODURI

## PERFORMANCE MARKETING EXPERT

### ABOUT

I am an experienced Performance Marketing Professional with close to six years of hands-on experience in strategic planning & Execution. I am seeking a full-time position in Paid Media and marketing communications, where I can apply my Creativity / Knowledge and skills for the Continuous Improvement of the brands.

### WORK EXPERIENCE

#### MANAGER - DIGITAL MARKETING

Byjus | June 2021 - Current

- Planning & Managing Performance marketing campaign's on platforms Google Ads, Facebook, Apple search, Twitter & LinkedIn.
- Worked as Paid Media Account Manager for Byjus IAS, Byjus Exam Prep App, Byjus Spoken English, Akash App. Currently working on Disney Byjus App marketing.
- The Monthly Paid media budget I look into is 2-3 Million USD/Year.

#### DIGITAL ACCOUNT MANAGER

Logicserve | March 2020 - June 2021

- Strategizing, Analyzing, Planning & Managing Paid Media marketing campaign's on platforms Google, Facebook, Dv360, Bing, Yahoo, Taboola, Twitter, LinkedIn, Outbrain Etc.
- Daily Interaction with client Regarding the status and scenarios.
- Working as Paid Media Account Manager for ICICI NRI, Axis Mutual Fund, Organic India etc clients.

#### SENIOR ADOPERATIONS EXECUTIVE

Kinnect | June 2018 - November 2019

- End-to-end execution, measurement, reporting and optimization of AdWords (Search, Youtube, Shopping, UAC, Display) campaigns with goals to increase transactions, new users etc.
- Worked as Paid Media Account Manager for Rustonjee Realty, Spencers, Raymond fashion, Skechers, Honda Racing, Converse, Schwarzkopf.

#### ADOPERATIONS EXECUTIVE

Netbiz Media Pvt Ltd | July 2017 - March 2018

- Planned - Managed - Executed Paid Media accounts.
- Increased Paid Media Lead flow and Branding by 300%.
- Worked as Paid Media Account Manager for Kanakia Realty, Radius Corp, Shapoorji Pallonji Realty, Organic garden.

### PROFESSIONAL SKILLS

Paid Media strategy  
Google Ads  
Facebook Marketing  
DV 360 & Search 360  
Apple Search Ads  
Copy writing  
Project Management  
E-commerce Marketing  
App Marketing  
Market research & Analysis

### PERSONAL SKILLS

Creative spirit  
Reliable and professional  
Organized  
Time management  
Team player  
Fast learner  
Motivated  
Blogger

### MARKET EXPOSURE

NORTH-AMERICA  
UAE  
APAC  
EUROPEAN UNION

### CLIENT EXPOSURE

E-commerce  
Ed-tech  
Marketplace  
BFSI  
FMCG  
Real Estate

## TOOLS EXPERTISE

Adwords Editor  
Excel  
Mail chimp  
Clevertap  
Buffer  
CrazyEgg  
Yahoo Gemini  
Timely  
Appsflyer  
Webtrends  
Marin  
Kenshoo  
Hotjar  
Klaviyo  
Leadsquared  
Semrush  
Supermetrics, etc.

## HOBBIES

Reading Books & Manga.  
Fitness.  
Learning about Entrepreneurship.  
Travelling.  
Binge Watching Netflix.  
Learning about UI/UX.  
Studying a New Language.

## SOCIAL

Instagram: koduripranav\_kp  
Linkedin: pranav-koduri  
Website: www.koduripranav.com

## CONTACT

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E: pranavkoduri123@gmail.com  
W: www.koduripranav.com

## DIGITAL MARKETING EXECUTIVE

Adathon Media company | August 2016 - May 2017

- SEO Off-Page for various Clients.
- Paid/Organic Social Media Optimization.
- Coining, developing, & implementing strategies to improve engagement across social media platforms (Twitter, Facebook, LinkedIn, etc.)
- Worked on Google Adwords Search/ Video/ Display, Facebook, LinkedIn, Twitter, Instagram Paid Campaigns.

## EDUCATION

Bachelor of Technology, Electronics and Communication Engineering.  
Vaagdevi college of engineering(JNTUH) | 2012 - 2016 (GPA-59%)

Intermediate (11&12 th), MPC.  
SR Junior College | 2010-2012 (GPA-81%)

SSC 10th Class.  
Swami Vivekananda High School | 2009-2010 (GPA-80%)

## CERTIFICATIONS

Apple Search Ads  
Google Ads Search, Display, App, Video  
Google Green Belt  
Google Blue Belt  
Google Black Belt  
Facebook Ads  
VC Analyst

## DECLARATION

I am confident in my ability to work in a team. Therefore, I at this moment declare that the information furnished here is accurate to the best of my knowledge

[PRANAV KODURI]

LOC: INDIA