

HARSHITH KOTHAPALLI

Marketing Analyst

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PROFESSIONAL SUMMARY

Results-driven marketing professional with diverse experience across digital strategy, campaign management, and data-driven decision-making, driving audience engagement and business growth. Adept at optimizing marketing operations, stakeholder collaboration, and performance analytics to enhance brand visibility and ROI.

EXPERIENCE

Marketing Analyst, Chief Executives Organization, Washington, DC Oct 2024 - Present

- **Optimized Email Campaigns:** Executed Salesforce Pardot email campaigns, leveraging Adobe Creative Suite for compelling content, achieving a 30% CTOR (Click-To-Open Rate) and strengthening member participation.
- **Marketing Workflow Automation:** Integrated Asana to streamline approvals and tracking, reducing campaign turnaround by 25% and ensuring brand consistency.
- **Data-Driven Performance Analytics:** Developed Salesforce Pardot dashboards to track CTR (Click-Through Rate), CTOR (Click-To-Open Rate), and engagement, boosting campaign ROI by 15% through strategic optimizations.
- **Consumer Insights & Surveys:** Designed Formstack surveys to capture participant feedback, driving targeted event enhancements based on data-driven reports.

Marketing Intern, SmartPath, Austin, TX Aug 2024 - Oct 2024

- **Social Media Growth & Engagement:** Executed a multi-platform social media strategy for SmartPath's AI-powered homeschooling, increasing engagement by 30% and boosting brand awareness among parent audiences.
- **Content Optimization & Efficiency:** Streamlined content creation and scheduling workflows using Notion, enhancing operational efficiency by 25% and ensuring consistent, data-driven campaign execution.

Marketing Analyst, Redmatter - Marketing Agency, Hyderabad, India May 2022 - Mar 2023

- **Social Media Strategy:** Led social media marketing for Dance Ikon on Aha, driving over 160 million audience reach and more than 40 million user engagements through targeted campaigns and audience-driven content.
- **Multichannel Movie Promotions:** Designed and executed a data-backed social media strategy for RRR on Zee5, achieving over 12 million audience reach and 3 million user interactions, enhancing OTT viewership.
- **Cross-Functional Efficiency:** Championed workflow automation and stakeholder coordination, improving marketing efficiency by 15% across strategy, finance, operations, and creative teams.
- **Data-Driven Insights:** Analyzed social media trends in Excel, translating insights into actionable marketing strategies, improving service delivery by 20%, and enhancing audience targeting.

Marketing Manager, First Show Online Services Private Limited, Hyderabad, India Nov 2021 - May 2022

- **Omnichannel Digital Campaigns:** Led integrated marketing campaigns across social media, email, and influencer channels for entertainment and lifestyle brands, delivering over 150 million impressions and securing two industry awards.
- **Data-Driven Audience Targeting:** Conducted in-depth campaign performance analysis using Google Analytics and Tableau, optimizing audience segmentation strategies that increased engagement rates by 30%.
- **Cross-Platform Content Strategy:** Managed five concurrent projects, leading a team to drive over 265 million impressions in six months by optimizing content distribution across paid, owned, and earned media channels.
- **Full-Funnel Marketing Optimization:** Developed and executed omnichannel strategies for major consumer brands, leveraging paid media, SEO, and programmatic advertising to maximize conversion rates and brand recall.

Marketing Coordinator, Godavari Projects Private Limited, Hyderabad, India Jun 2020 - Nov 2021

- **Marketing Budgeting & Cost Optimization:** Collaborated with the finance team to manage and allocate marketing budgets using TallyPrime, reducing overspending by 15% and ensuring cost-effective campaign execution.
- **Vendor & Procurement Coordination:** Partnered with the procurement team to streamline purchase orders for marketing materials, improving vendor management efficiency and reducing order delays by 20%.
- **Campaign Budgeting & Performance Tracking:** Managed marketing budgets for promotional campaigns, ensuring cost-effective allocations that led to a 25% increase in ROI while maintaining financial compliance.
- **Market Research & Data-Driven Insights:** Conducted competitor and audience analysis, leveraging data insights to refine marketing strategies, resulting in a 30% boost in engagement and improved campaign targeting.

SKILLS

Data Tools: MS Office Suite (Excel, PowerPoint, Word), Power BI, Tableau, VBA Excel, SQL, Google Analytics 4, Adobe Analytics, A/B Testing.

Digital Marketing: SEO, SEM, Google Ads, Paid Ads, Hootsuite, Buffer

CRM & Marketing Automation: HubSpot CRM, Salesforce CRM, Salesforce Pardot, Marketing Cloud, Mailchimp, Marketo.

Project Management: Trello, Asana, JIRA, Slack.

Web Development & CMS: HTML, CSS, WordPress.

Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, XD, InDesign, Dreamweaver), Canva, Figma.

EDUCATION

University of Notre Dame, Notre Dame, IN - Master of Science in Management (STEM): Marketing Concentration

Gandhi Institute of Technology and Management, Hyderabad, India - Bachelor of Technology: Electronics and Communication Engineering