

PECHETTI NAGA SHREE SAI SHANMUKHA VASANTH

Digital Marketing Specialist | Campaign Strategy & Growth

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PROFESSIONAL PROFILE

Driven and results-oriented digital marketer with hands-on experience in social media strategy, campaign development, and brand growth gained through hackathons and certified management programs. Recognized for strong business communication skills and an agile ability to master new marketing technologies. Motivated to leverage core competencies in digital strategy and audience engagement to drive measurable results.

CORE COMPETENCIES & SKILLS

- **Digital Marketing Strategy:** Social Media Marketing, Campaign Planning, Online Brand Building, Audience Engagement
- **Professional Skills:** Business Communication (Pearson Level 10 Certified), Strategic Problem Solving, Adaptability

PRACTICAL EXPERIENCE & HACKATHONS

Digital Marketing Campaign Lead & Participant — ADHOC Aditya Ideastorm Hackathon

- Developed and presented end-to-end digital marketing solutions under real-time competitive constraints.
- Formulated actionable campaign concepts, content themes, and targeted audience engagement tactics during live pitch sessions.
- Utilized core marketing methodologies to solve brand visibility challenges for prospective market scenarios.

EDUCATION

Bachelor of Business Administration (B.B.A.) in Digital Marketing — Aditya Degree College, Kakinada — Pursuing

Key Focus Areas: Digital Marketing Strategy, Online Brand Management, Consumer Behavior & Market Analysis.
Class XII (CBSE Board), English Medium — 2024, 63% | Class X (CBSE Board), English Medium — 2022, 52%

CERTIFICATIONS

- Startup Business Management Programme — AP Innovation Society: business operations, target market acquisition, and startup scaling strategies.
- Pearson MePro English Proficiency (Level 10) — Pearson GSE Standard: certified high-level fluency in professional written and spoken English communication.
- Basic Digital Marketing Certification — ADHOC Ideastorm

LANGUAGES

English: Professional Working Proficiency (Read, Write, Speak) | Hindi: Spoken Proficiency