

GOUTHAMI DURGASI

MARKETING EXECUTIVE

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SUMMARY

Motivated and results-driven Marketing Executive with extensive 5+ years experience fueling growth through creative strategies and innovative solutions. Skilled in managing all aspects of marketing initiatives, building strong relationships, and delivering impactful campaigns that elevate brands and engage audiences.

SKILLS

- Marketing Strategy & Planning
- Brand Management & Positioning
- Campaign Development & Execution
- Performance Marketing & ROI Optimization
- Account-Based Marketing (ABM)
- Social Media Strategy & Engagement
- SEO, SEM & Paid Media Campaigns
- Content Marketing & Copywriting
- Email & CRM Marketing (HubSpot, Mailchimp, Salesforce)
- Influencer & Partnership Marketing
- Market Research & Consumer Insights
- Data Analytics & Performance Tracking (Google Analytics, GA4)
- Conversion Rate Optimization (CRO)
- A/B Testing & Growth Experimentation
- B2B & B2C Marketing Strategies
- Client Relationship Management
- Public Relations & Media Outreach
- Cross-functional Team Leadership
- Budgeting & Stakeholder Management

EDUCATION AND TRAINING

- AITAM - JNTU - B.TECH IN ELECTRONICS AND COMMUNICATIONS ENGINEERING** (2012 - 2016)
- GURJADA GAYATRI EDUCATIONAL SOCIETY - MPC** (2010 - 2012)

PORTFOLIO PROFILES

- website:**
<https://gouthamidurgasi.com/>
- LinkedIn Profile:**
<https://www.linkedin.com/in/durgasi-gouthami/>

WORK THAT SPEAKS

<https://campaignme.com/in-the-fast-lane-evolution-of-media-and-brand-power-in-fl/>



WORK EXPERIENCE

The Vantage

2023 - PRESENT

Marketing Executive

- Data-Driven Insights:** Analyzing international market data across tourism, hospitality, real estate, digital, and traditional media to identify emerging trends, opportunities, and risks.
- Media Strategy Development:** Creating and executing multi-channel media strategies (print, TV, radio, digital, and OOH) tailored to client objectives for maximum impact across global markets.
- Sales Team Collaboration:** Partnering with the sales team to align marketing initiatives with client goals, developing persuasive social media campaigns to drive engagement and enhance brand value.
- Email & Content Marketing:** Developing and executing targeted email campaigns, including monthly newsletters and daily emailers, to effectively communicate key messages and promotions to clients and agencies, while ensuring alignment with The Vantage's brand voice and maintaining high engagement and conversion rates.
- Social Media Management:** Designing and overseeing engaging social media content, ensuring consistent branding and messaging across platforms to enhance audience interaction.
- Market Research & Competitive Analysis:** Monitoring industry trends, competitor strategies, and consumer behavior to refine marketing approaches and maintain a competitive advantage.
- Campaign Management & Execution:** Planning, managing, and executing comprehensive marketing campaigns from concept to delivery, ensuring alignment with client objectives and business goals while achieving measurable results.
- Press Releases & Media Communication:** Crafting compelling press releases and media statements that align with The Vantage's brand voice and strategic communication goals.

KEY SKILLS

Liana, Mail Chimp, Hubspot

- Statista
- QR code Generator
- Email Campaign
- Google Analytics
- Lead Generation
- Canva, DaVinci
- Clearslide
- Website Maintenance

LANGUAGES

- English
- Hindi
- Telugu
- Oriya

CERTIFICATIONS

- **Marketing Strategy** - London School of Business Administration
- **Inbound Marketing** - HubSpot
- **Account-Based Marketing Foundations** - LinkedIn
- **Content Marketing** - HubSpot
- **The Fundamentals of Digital Marketing** - Google

AWARDS

- Employee of the Month
- Team of the Quarter

- **Performance Analysis & Optimization:** Monitoring key performance indicators (KPIs) and evaluating marketing campaign effectiveness, utilizing data-driven insights to refine strategies and drive continuous improvement.
- **Website Management & Optimization:** Maintaining and updating website content to ensure accuracy, relevance, and a seamless user experience.
- **SEO & Content Strategy:** Developing and executing content strategies that optimize for SEO, driving organic traffic, and supporting overall marketing objectives.
- **Budget Management & Resource Allocation:** Efficiently managing budgets for marketing campaigns, ensuring optimal allocation of resources to achieve the highest ROI.
- **Event Marketing:** Organizing and promoting events, including webinars, conferences to generate leads, raise brand awareness, and engage target audiences.

Client First Capital

2019 - 2023

Digital Media Consultant

Social Media Branding:

- Managed the company's **LinkedIn, Facebook, Instagram, YouTube, WhatsApp Catalog,** and **Twitter** accounts, ensuring brand consistency and engagement. Created and distributed original content to engage **IFAs, prospects,** and **clients.** Designed promotional flyers and assisted the CEO in content creation to build thought leadership.

Lead Generation:

- Generated leads via **LinkedIn** and executed social media campaigns with tools like **HubSpot, Mailchimp, and AWS.** Passed qualified leads to sales teams for conversion.

SEO & Content Creation:

- Crafted, deployed, and optimized email campaigns. Developed and proofed content for **websites, flyers,** and **presentations.** Designed marketing assets using **Photoshop, CorelDraw,** and **Canva.** Managed website maintenance and updates via **WordPress.**

Miracle Software Systems

2016 - 2019

Content Analyst

- **Email Campaigns:** Create, deploy, and schedule email campaigns to engage audiences effectively.
- **Website Content:** Enhance, proof, and optimize content for websites to improve SEO rankings.
- **Collateral Content:** Develop and proof content for marketing materials and company collaterals.
- **Presentations/Documents:** Format and proof presentations and documents for clarity and professionalism.
- **HTML Email Templates:** Design responsive HTML email templates for campaigns.
- **Manage Email Templates:** Oversee and update internal and recurring email templates for consistency and relevance.