

## ROHITH CHEVURU

(Author, Truly Yours & The Problem with Love  
is... Possessiveness)

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### Profile

Around 4 years of experience in the field of digital marketing and strategy. I'm an enthusiastic marketing practitioner who loves to bridge the gap between the brand and the consumer. Have led the marketing teams in ad agencies and brands and I'm looking for more sunlight towards a shining future.

### Skills:

- \* Digital Marketing
- \* Agency Handling
- \* Ideation & Strategy
- \* Team Handling
- \* Social Listening
- \* CRM
- \* Mobile Marketing
- \* Performance Marketing
- \* Analytics
- \* Content Marketing
- \* Online Reputation Management (ORM)
- \* Data Visualisation

### Work Experience:

- Company : Konnect Insights
- Designation : Senior Manager - Digital Marketing & Client Acquisition
- Duration : July 2018 to February 2019

### Key Responsibilities:

- **Performance Marketing:** Generating quality leads online via PPC campaign on LinkedIn, Facebook, Instagram, Google, Email Marketing.
- **Content Marketing:** Product Pitch presentations, Website Content, Digital Ads, Social Media Content, Blogs & Webinars to develop a lead pipeline.
- **Strategy:** Liaising with key stake holders to develop sales & marketing strategy to acquire more quality leads
- **Team leader:** Handling a marketing team of 4, leveraging their skills to the best use for the profit of the organization.
- **Agency Handling:** Handled agency for the production of video marketing.
- **Clients onboarded:** Volkswagen, Franklin Templeton etc

- Company : Times Internet Pvt Ltd (Times of India Group)
- Designation : Strategy & Lead generation
- Duration : Jan 2017 to June 2018

### **Key Responsibilities Handled:**

- **Lead Generation:** Generating leads by LinkedIn ads, Google ads, facebook ads & Blogs.
- **Strategy:** Brainstorm new and creative growth strategies for client pitch
- Collaborate with internal teams to create landing pages and optimise user experience
- Product Pitch presentations, Website Content, Digital Ads, Social Media Content, Blogs & Webinars to develop a lead pipeline.
- Collaborate with Agencies and other vendor partners
- Leading entire referral campaign from setup integration to execution

- Company : Urja Communications Pvt Ltd (Digital Agency)
- Designation : Digital Marketing Executive
- Duration : May 2015 to Dec 2016

### **Highlights:**

- **Clients handled** – Ford( International Client – Asia Pacific), PNG Jewellers, ZEBA world.
- End to end execution of the campaigns

### **Key Responsibilities Handled:**

- End to End execution of marketing projects and campaigns, including ideation, Strategy, Media Planning and measurement and analysis of impact of the campaign.
- Social Media Marketing: Developing a distinct online presence by attracting high numbers of internet followers through Facebook Ads, Twitter Ads, Google Ads, YouTube Ads, linkedin Ads and Instagram Ads.
- Client Servicing
- Leading the team
- Brainstorm new and creative growth strategies

## Educational Qualifications:

Degree	School / College Name	Board / University	Year of Passing
PGPM [Marketing]	IBS Mumbai	ICFAI University	2015
B Tech	Raghu Engineering College	JNTU	2011
H.S.C.	Sri Chaitanya Junior college	Board of Intermediate Education , Andhra Pradesh	2007
S.S.C.	P.E.N school	Board of Secondary Education, Andhra Pradesh	2005

## Achievements:

- Author of the Novels - “Truly Yours & The problem with love is ... Possessiveness”
- Debate competition winner in IBS 2013- 15

## Personal Details:

- Date of Birth - 3rd March, 1990
- Languages known - English, Hindi ,Telugu.
- Current Address - Flat no: 1001, A wing, Pluto apartments, Suncity complex, Powai, Mumbai
- Permanent Address - 49-48-25, Flat no-7, Indravani Apartments, Shanthipuram, Visakhapatnam, Andhra Pradesh