



# SAI PRIYA VADHYARAM



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Hyderabad, Telangana

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## CAREER OBJECTIVE

It would be my honor to be able to work for an encouraging and reputed company that will assist me in developing, improving, and obtaining the necessary skills in order to become the best employee possible. I'm looking forward to challenging my potential and being worthy of management trust and confidence

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## EXPERIENCE

### FOUNDIT

APR 2024 - JUNE 2024

#### KEY ACCOUNT MANAGER - INTERNSHIP

- Gained expertise in managing customer relationships and using Salesforce Lightning.
- Learned B2B sales, focusing on acquiring new clients, managing accounts, and improving customer interactions.

### SKILLVERTEX

SEPT 2023 - OCT 2023

#### DIGITAL MARKETING - INTERNSHIP

- Learned SEO, PPC, SMM, email marketing, and content marketing for digital marketing.
- Improved problem-solving and critical thinking skills, gaining expertise for a successful career.

### BRANDHILL

APR 2025 - PRESENT

#### JUNIOR PERFORMANCE MARKETING ANALYST- FULL TIME

- Managed daily ad spend tracking, subscriptions, and competitor research to optimize client campaigns on Google Ads and Meta Ads.
  - Assisted in ad creation, weekly performance analysis, and reporting in Google Sheets to improve website traffic and campaign results.
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## EDUCATION

### MBA (Marketing & Human resources) - 2024

- 76.19%

Anurag University

### B Com (General) - 2022

- 83.1%

Badruka Degree College of Commerce and Arts

### Intermediate (CEC) - 2019

- 82.1%

Smt. A. Shyamala Devi Junior College for Girls

### SSC - 2017

- 76%

Sandeepam Vidyalaya High School

## KEY COMPETENCIES

- Problem solving
  - Excellent communication skills
  - Critical thinking
  - Self motivated
  - Adaptable to changes
  - Google Workspace
  - Digital marketing
  - Meta Ads
  - Google Ads
  - Pay Per Click
  - SEMrush
  - Graphic designing Canva
  - Ms Office
  - Tableau
  - Salesforce
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## CERTIFICATES

- Foundations of Digital Marketing and E-Commerce: Coursera - Google
  - Google Ads Search Certificates: Skillshop
  - Google Ads Display Certificates: Skillshop
  - Google Ads Video Certificates : Skillshop
  - Social Media Marketing Foundations: LinkedIn Learning
  - SEO foundations: LinkedIn Learning
  - Google Analytics 4 essential training: LinkedIn Learning
  - Market research Foundations: LinkedIn Learning
  - Marketing Analytics Foundation: LinkedIn Learning
  - Marketing Analytics: Presenting Digital Marketing Data
  - Learning Hubspot CRM: LinkedIn Learning
  - Business Analytics: Marketing Data: LinkedIn Learning
  - Graphic Design Essentials: Canva
  - Adobe InDesign 2025 Essential Training: LinkedIn Learning
  - IT Computer Fundamentals, MS Office, Internet: Govt. Of Telangana
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## ACADEMIC PARTICIPATION AND ACHIEVEMENTS

- Participated in elocutions, debates, essay writing, seminars, and group discussions, improving communication skills.
  - Won 1st prize in a social group project and "Just A Minute," showcasing teamwork and public speaking.
  - Participated in a field selling campaign as part of college academics.
  - Served as an event coordinator for an event in college, demonstrating coordination and event management.
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### HOBBIES

- Listening to music
- Binge-watching
- Solving puzzles
- Painting

### LANGUAGES

- English
  - Telugu
  - Hindi
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## PROJECT

- Social Media Marketing
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I consent to the processing of my personal data for the purpose of recruitment. I affirm that all the details provided above are accurate and true to the best of my knowledge.

Place: Hyderabad

Date:

Signature  
Sai priya Vadhyaram