

PAMPANA PRASANNA VENI

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Digital Marketing Executive | Content Coordinator | Communication Specialist

OBJECTIVE

Detail-oriented and proactive professional with hands-on experience in data analysis, online research, content operations, and quality assurance. Skilled in data verification, relevance assessment, and digital map content evaluation. Adept at ensuring accuracy, relevance, and quality of geographic and cultural data. Seeking to contribute to TELUS AI projects by applying analytical, documentation, and research skills.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA), HUMAN RESOURCE MANAGEMENT

Andhra University, Visakhapatnam | Jan 2024 – Present

Pursuing (4th Semester) | CGPA: 9.2/10 (2nd Semester)

BACHELOR OF PHARMACY (B.PHARM)

Aditya Pharmacy College, Surampalem | 2019 – 2023

INTERMEDIATE (MPC)

Sri Chaitanya Junior College, Kakinada | 2017 – 2019

SECONDARY SCHOOL CERTIFICATE (SSC)

Ravindra Bharathi School, Kakinada | 2016 – 2017

WORK EXPERIENCE

Junior Digital Marketing Specialist

Hachion | November 2024 - Now

- Developed and published SEO- Optimised blogs and articles for company platforms and clients.
- Created and edited promotional and informational videos for YouTube and social media platforms.
- Conduct online research and data verification to ensure content accuracy and relevance.
- Perform quality assurance checks for map data, geographic references, and business listings.
- Collaborate with cross-functional teams to maintain consistency in content workflows.

Intern SEO Consultant

Hachion | August 2024 - November 2024

- Conducted online research and web-based evaluation to verify content accuracy.
- Assisted in categorizing and labeling digital materials for internal platforms.
- Managed training documentation, performance tracking, and internal communications.
- Maintained workshop schedules and logistics with a focus on data accuracy and quality assurance.

Freelance Digital Marketer & Content Creator

August 2023 – August 2024

- Created over 80 digital content pieces reaching 5,000+ users.
- Improved client engagement by 30% through content and SEO strategies.
- Supported local businesses with SEO structure and content accuracy.

CERTIFICATIONS

- Digital Marketing Certification | **Udemy**
- Python Programming | **Learntact Learning Center**
- Frontend Development | **Cynohub**
- C Programming | **Learntact Learning Center**

TECHNICAL SKILLS

- Data verification & labeling
- Geographic & cultural knowledge of India
- Quality assurance in web-based environments
- Map data analysis
- Relevance assessment
- Online research & evaluation
- SEO, SEM, SMM, Analytics reporting
- Google Workspace, MS Excel, Canva, MS Word

SOFT SKILLS

- Problem-Solving & Analytical Skills
- Communication & Interpersonal Skills
- Organizational & Time Management Skills
- Client Servicing & Stakeholder Collaboration
- Confidential Information Handling

LANGUAGES

- English – Fluent
- Telugu – Native
- Hindi – Proficient

DECLARATION

I hereby declare that the information provided is true and complete to the best of my knowledge.