

AKSHAY VANATHADUPULA

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Education

MLR institute of technology

BBachelor of Technology in Mechanical Engineering

Hyderabad, Telangana

Aug. 2019 – May. 2023

Core Competencies

- Business Analysis
- Elicitation Collaboration
- Strategic Analysis
- Agile Methodology
- Solution Evaluation
- Entrepreneurship
- Unit Economics
- Comms Planning

Experience

Creative Strategist Intern

Emporia Advertising Agency

October 2024 – Present

Hyderabad, Telangana

- Developed comprehensive communication strategy frameworks to analyze and identify market gaps, ensuring a clear understanding of customer pain points. Empowering clients to implement targeted solutions and improve customer satisfaction.
- Collaborated with performance marketers to enhance Search Engine Optimization, developed marketing strategies, and boosted **City Craft**, a home service provider brand awareness by 65 percent in last quarter of the year.
- Managed budgets, monitored and analyzed social media accounts, identified optimal ad types for target audience, and aided in the new re-branding strategy of **Snackster**, a Sneha Chicken.
- Conducted thorough research on current consumer trends and behaviors, contributing to the creation of innovative digital marketing campaigns for driving substantial growth in brand recognition and surpassing all sales targets.

Business Development Associate

Newgen Health Care

June 2023 – September 2024

Hyderabad, Telangana

- Handled Operations work stream of our medical representative's team and am responsible for timely delivery of various gynecology medicines and deliverables across the month.
- Implemented Strategic offerings to doctors for enhancement of the company's suite of products and services.
- Collaborated with team members using version control systems such as Git to organize modifications and assign tasks.
- Developed and executed marketing strategies to stay ahead in the competition with identifying target demographics with analysis.

Projects

Smart Free kick Bot for Football | *Course Project, (Python, Pneumatic Cylinder application)*

July 2022 – May 2023

- Took the role of leading the team and was awarded 'Creative Project of the Year 2023' with developing an automatic Free Kick bot using Python and Pneumatic Cylinder applications to help football strikers to improve their precision in enhancing trajectory projection of their free kick ability
- Implemented logic using Python with if else concept for detection of ball coming near to the bot installed with ultra sonic sensor at the head position.
- Achieved accuracy in detecting the motion and lifting the bot to a height of 1 feet with pneumatic cylinder installed at the bottom.

Technical Skills

Languages: Python, C Programming, SQL

Developer Tools: Balsamiq, Jira, Figma, Microsoft Excel, Power BI

Databases: MySQL

Leadership / Extracurricular

Budding Entrepreneurs

President

Aug 2021 – May 2023

MLR Institute of Technology

- * Achieved a 4 star fraternity ranking by the Wadhwani Foundation (highest possible ranking).
- * Managed executive board of 5 members and ran weekly meetings to oversee progress in essential parts of creative briefing.
- * Led a team of 30+ members to work towards goals that improve communication skills and acknowledge leading tech business strategies.