

AKANKSHA KURELLA

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OBJECTIVE

Aspiring Digital Marketing Executive seeking an opportunity to apply my skills in SEO, social media marketing, and data analysis. With a solid background in sales operations, marketing research, and data-driven insights from previous roles, I am committed to contributing to organizational growth.

PROFESSIONAL EXPERIENCE**Inside Sales Specialist / Data Analyst / Marketing Research Executive**

Alliance Pro IT, Madhapur, Hyderabad

September 2024 - April 2025

- Manage B2B sales operations, including lead generation, customer follow-up, and sales pipeline development.
- Conduct cold calls and prospect new clients, building relationships and expanding the customer base.
- Assist in the development of marketing campaigns and email marketing strategies for product promotion.
- Utilize CRM tools to track customer interactions, sales progress, and ensure accurate data management.
- Provide sales support to the sales team and contribute to meeting revenue targets.
- Conducted extensive market research and competitor analysis for strategic business development.
- Performed in-depth data analysis to improve sales performance and identify potential market opportunities.
- Developed basic skills in content writing and off-page SEO to support digital initiatives.

Product Specialist / Sourcing Specialist

Labtron Equipment Ltd, Raidurg, Hyderabad

February 2023 – August 2024

- Conducted market research and email marketing campaigns to generate new business opportunities.
 - Managed customer databases and maintained regular follow-ups to build strong customer relationships.
 - Sourced products, negotiated contracts with vendors, and maintained vendor relationships.
 - Assisted in inventory and vendor management, ensuring timely delivery of products and services.
 - Optimized production schedules to improve operational efficiency and ensured smooth dispatch operations.
 - Collaborated with cross-functional teams to identify and maximize business development opportunities.
 - Demonstrated proficiency in Microsoft Office and Outlook for internal communications and documentation.
 - Gained basic knowledge in content writing and off-page SEO strategies to enhance online presence.
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EDUCATION

MSc. Biotechnology

Osmania University, Hyderabad

January 2023

- Completed with an aggregate of 78% from the affiliated College of Science, Saifabad.

BSc. Biotechnology, Botany, Chemistry (BtBc)

Mahatma Gandhi University, Nalgonda

May 2020

- Completed with an aggregate of 79.7% from Nagarjuna Government Degree College, Nalgonda.

Intermediate Certificate (Class XII)

Pragathi Girls Junior College, Nalgonda

March 2017

- Completed with an aggregate of 89.8%.

Secondary School Certificate (Class X)

Little Flower Girls High School, Nalgonda

March 2015

- Completed with an aggregate of 85%.
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SKILLS**Digital Marketing Skills (Self-learned)**

- SEO (Search Engine Optimization) - On-page and Off-page Techniques
- Social Media Marketing (Facebook, Instagram, LinkedIn)
- Email Marketing and Content Creation
- Google Analytics and Search Console Basics
- Google Ads and Facebook Ads Basics

Marketing & Sales Skills

- Proficient in email and content marketing.
- Strong knowledge of consumer behavior analysis, market segmentation, and competitor analysis.
- Skilled in developing and executing sales strategies, brand positioning, and management.
- Proficient in customer relationship management (CRM) tools.
- Expertise in lead generation, sales prospecting, and client relationship management.
- B2B Sales and Client Relationship Management
- Market Research and Competitor Analysis
- Consumer Behavior and Market Segmentation
- CRM Tools: Zoho CRM

Technical Skills

- Proficient in Microsoft Office (Word, Excel, PowerPoint) and Outlook.
- Experience with CRM software (e.g., Zoho).
- Basic knowledge of off-page SEO and content writing.
- Skilled in data entry and validation.

Medical Coding Skills

- Knowledge of Human Anatomy and Physiology.
- Familiar with medical terminology, ICD-10 CM, CPT, and HCPCS codes.
- Basic understanding of pharmacology.

Laboratory & Instrumentation Skills

- Proficient in laboratory techniques such as DNA isolation, bacterial subculturing, and preparation of stock solutions.
 - Experienced with instruments like agarose gel electrophoresis, incubators, autoclaves, centrifuges, and spectrophotometers.
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CERTIFICATIONS

- Certification in Medical Coding, UG Training Academy.
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PARTICIPATIONS & WORKSHOPS

- Practical workshop on Phytochemical Analysis of Plants, University College of Science, Saifabad.
 - Three-day International Conference on Integrated Biology and Applied Genetics, Osmania University, Department of Genetics and Biotechnology, July 20-22, 2022.
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DECLARATION

I hereby declare that the information provided is accurate to the best of my knowledge.

Date:

Signature: Akanksha Kurella
