

Soujanya Kanumuru

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PROFILE

Ambitious and driven Marketing graduate seeking to apply range of experience including Social media, Sales acumen, Client acquisition, Community relations and promotion to a challenging marketing or sales position. Well versed with Digital Marketing tools and strategies. Skilled at integrated marketing methodologies and can drive sales and Increase brand awareness.

EDUCATION

International Institute of Business Studies | Bangalore, India **2018 - 2020**

MBA (Marketing) and PGDM (HRM)

Predicted Grade: First Class

Andhra University | Visakhapatnam, India **2015 - 2018**

BCom (Finance) and (Banking)

Predicted Grade: First Class

Konatala Arts & Science | Visakhapatnam, India **2013 – 2015**

High School (CEC) Subjects: English (B), Sanskrit (A), Economics (A), Commerce (A), Civics (B)

Predicted Grade: Second Class

Sri Prakash Vidyaniketan | Visakhapatnam, India **2012 - 2013**

SSC Subjects: Mathematics (A), Science (A), Sanskrit (B), English (B), Social Studies (A), Hindi (B)

Predicted Grade: First Class

INTERNSHIP

Kanaka Mahalakshmi Co – operative Bank | Visakhapatnam, India **Summer 2017**

Corporate Tax Intern [1 month Internship]

- Makes necessary changes to a project after review and learn from re-work
- Special projects including process improvements, proper business unit reporting of assets and purchases
- Identify, research and assess various tax issues also providing information to seniors and managers
- Assists with providing information for income, property and sales / use tax on day -to- day matters

Hindustan Coca – Cola Beverages Pvt Ltd | Bangalore, India **June 2019 – Aug 2019**

Marketing Intern [2 months Internship]

- Spread positive buzz about the Coca – Cola brands through event planning and promotion, social media and word-of-mouth marketing tactics
- Sparked brand loyalty by passing out product samples and giveaways at on – campus activations
- Interacted with senior company executives in creating and implementing cross and upsell opportunities
- Maximized sales and profits by using sound business practices to implement the store strategy, while setting a standard for outstanding customer satisfaction

ACHIEVEMENTS

- Certified by best coordinator in management Event UDBHAV2K17 conducted at college (13 sept-2017)
- Certified by Global Business Incubator for participating in Innovative Business ideas event (12 – 14 Feb 2016)
- Participated in Advertising and Marketing workshop conducted by MyCaptain
- Certified by Cynaide Soft for participating in Communication and Entrepreneur skills (7 – 8 Dec 2016)
- Certified by Google for the successful completion of the Fundamentals of Digital Marketing (6 Nov 2020)

ADDITIONAL SKILLS

Languages: Telugu (Native), English (Fluent), Hindi (Fluent)

Microsoft Office: Proficient in Word, Excel and PowerPoint

Digital Marketing: Proficient in Email Marketing, SEO, Content marketing and Social Media marketing

Tally: Proficient in Tally ERP9

HOBBIES & INTERESTS

- Yoga
- Listening to music