

RUTHVIK (VIK) REDDY MUGALA

reddyruthvik@gmail.com ■ 612-500-6364 ■ Fremont, CA

Marketer | Data-driven | Cross-functional experience | Entrepreneurial spirit | Aspiring traveler | MBA

Summary:

I have four years of cross functional experience in marketing roles with technology, CPG and higher education firms. I am proficient in deriving strategic marketing insights from data and transforming it into actions. I have a passion to learn new systems, processes and technology. My strongest assets include teamwork, adaptability, attention-to-detail, creative out-of-box thinking, inquisitiveness, logical and critical analysis, and owning responsibility which, I believe can influence multiple touch points of any business

Professional Skills:

- Workshop certifications in Excel, Tableau, Data analysis (Data-driven Management)
- Proficient in Marketo, Pardot, IRI/Neilsen, Snowflake, SQL, CRM Analytics, MS Office Suite, Facebook Ads, MailChimp, Wordpress, Hootsuite, Webinar/GoTo meetings.
- Knowledgeable in Power BI, Google Analytics, SharePoint, CSS, HTML,

Professional Experience:

ADECCO USA INC. (on-site at RUTGERS BUSINESS SCHOOL), Newark, NJ

Aug 2018- Sep 2019

Marketing Analyst/Project Coordinator, Advancement Team

Helped Rutgers Business School's (RBS) Advancement team to ensure timely and accurate coordination by being the primary contact for email marketing projects and campaigns on Marketo.

- Deployed and executed email sends for newsletters, live webinars and events averaging 35k-65k per month with demographic/ geographic segmentation and audience targeting strategies.
- Maintained, tracked and analyzed monthly alumni email newsletters on Marketo for an audience of 22,000.
 - Implemented A/B testing, lifecycle management to improve CTOR by 2.2% in 3 months.
 - Tracked deliverability and click/open rates in relation to the number of subscribers in the database.
 - Proofread/tested emails to ensure all web links, images, content and subject lines are correct.
- Worked cross functionally with IT and Communications teams to create content strategy for email campaigns, landing pages for events and web pages.
 - Created contact email nurturing workflows based off of website and email interactions
 - Formalized a content production schedule to improve productivity by 11%
- Generated visual reports and dynamic dashboards on campaign effectiveness providing insights to inform business optimizations.
- Supported with data analysis and insights to create a repository of marketing materials, for example, presentations, proposals, pitch books, brochures, flyers and other creative assets
 - Created pitch books for Rutgers' special initiatives such as Road to Wall Street and Journey to the V/Alley, which ultimately helped in landing over \$400,000 in gifts and were made universal.
- Updated managers with latest email marketing best practices and industry standards to improve open rates.
- Coordinated with the management and vendor teams to launch a new career builder and social media website called Graduway.

PROMOTION IN MOTION INC., Allendale, NJ

May 2017-Dec. 2017

MBA Marketing Associate, Brand Management Team

Assisted Welch's and Go Organically fruit snack brands in conducting various promotional, performance and competitive analyses on metrics like sales, velocity and volume using IRI syndicated retail data. Audited the company's social-media, trade promotions activity, e-commerce websites, FSI's and digital coupons.

- Analyzed competitors' seasonal candy dollar sales trends at SKU level in Food, Mass and Drug to deduce \$16 -20

price point as opportunistic for launching a new seasonal pack.

- Created visual reports on competitor's sales lift during and post every promotion during 2016– 17 in key accounts such as Harris Teeter, Albertsons, Shoprite, Demoulas, Ahold.
 - Identified an opportunity to increase \$share by 8% and \$sales by \$160,000 by running 9 more features and TPR's per year in Demoulas.
- Collaborated with marketing team to forecast \$18 price point to be optimal for Go Organically fruit snack's new 24 pack for distribution in Target.
- Assisted brand managers in understanding the competitive landscape by auditing 10 different eCommerce websites on price, promotions, placement, and SKU varieties.
- Collaborated with external digital agency to stay up-to-date with social media metrics on Facebook and Instagram and recommend managers on improvements.
- Maintained free-standing-inserts (FSI's) and digital coupons calendar and tracked results post campaigns.
- Built reports on competitors' growth trends, dollar share, velocity, dollar sales, pricing, distribution, shelf and aisle placement for Go Organically to gain distribution in Target.

ZIFY (a start-up firm), Hyderabad, India

Apr 2014- Apr 2016

Community Marketing Manager

Managed events, social media marketing, email marketing, customer relations, and vendor relations for tech firm which develops a ridesharing/carpooling app.

- Pioneered marketing strategies for emails, events and trade shows that led to 15,000 app downloads and 13,000 user registrations. Responsibilities in some well known international events include
 - Created email marketing campaigns and bolstering click/open rates and reach, helping Zify secure a spot in PITCH, a prestigious event in Web Summit 2015, Dublin (Ireland).
 - Secured top-20 spot out of 40,000 applicants in The Next Web '15, New York by strategizing social media marketing and providing content to improve likeability.
- Scheduled, tracked and analyzed monthly/weekly email marketing campaigns and devising weekly email blasts to inform subscribers about business updates
- Organized and executed weekly/monthly events to engage with potential leads and consumers.
 - Managed a team of 5-10 brand ambassadors from recruiting to on-boarding and training them.
 - Identified, negotiated and coordinated with a wide range of mass media vendors, digital agencies, PR partners and other stakeholders to keep promotional assets ready for upcoming marketing campaigns.
- Maintained and reported on likes, comments and engagement metrics on social media websites, namely Facebook, Twitter and LinkedIn, using tools such as Hootsuite, Wordpress, and Facebook Ads.
- Collaborated with CEO in executing various other street and grassroots marketing plans, helping to secure a second round of seed fund of \$220,000, in 2015.

Education:

RUTGERS BUSINESS SCHOOL, Newark, NJ

May 2018

Master of Business Administration (M.B.A.), Marketing, GPA 3.6/4

First Place, People's Choice Award for Best Business Plan

2016

Relevant Coursework - Marketing Strategy, Marketing Research, Brand Management, Digital Marketing, Consumer Behavior, Entrepreneurship, Supply Chain Management and Macro Economics

VELLORE INSTITUTE OF TECHNOLOGY, Vellore, India

May 2014

Bachelor in Technology, Computer Science & Engineering, CGPA 7.12/10

Relevant Coursework - C, C++, HTML, Java and Software testing