



YAMINI PENDYALA

Assistant Marketing Manager | MEZTLI

Experienced (1+) in project management specifically focused on marketing and operations majorly dealing with nurturing leads to develop prospects. Strong presentation skills to get through to the clients and meet the targets set by the business

EXPERIENCE

MEZTLI

Assistant Manager – Marketing

India

April'19 – Sep'19

- Implemented and executed email campaigns to nurture leads.
- Coordinated with creative team and worked closely to build new social media strategies
- Built profitable relationships with international sellers and constantly worked on nurturing these leads.
- Handled all marketing emails, triggered email campaigns and newsletters through Hubspot.
- Implemented A/B testing and segmentation strategies into email marketing campaign.
- Managed entire email marketing process - including creating templates, scheduling, copywriting, designing and deployment through our Email Service Provider (ESP)
- Generating reports on data analysis of the performance, Proving success in strategies and ROI
- Designed, monitored and managed social media and email marketing campaigns to ensure, analyse, improve conversions, cost per impressions and cost per link.
- Developed Social Media Strategy to educate clients of APAC market about all the Italian brands we work with in Luxury industry.
- Acted as bridge between Indian and Italian market to drive traffic towards the website.

PROFILE

Name:

Yamini Pendyala

Location:

Hyderabad

Phone:

9959401389

Email:

yaminipendyala.09@gmail.com

INDUSTRY

Primary:

Educational & Industrial Knowledge

Secondary:

Manufacture, Retail Market

SKILLS

Technical:

- Hubspot
- Mailchimp
- MS Office (Word, Excel, PowerPoint & Outlook)

Area of Expertise:

- Team Work
- Planning and Organizing
- People Management/ Time Management
- Data analytics

Professional Skills:

- Project Management
- Adaptability
- Creativity
- Leadership

INDIAN SCHOOL OF BUSINESS

Intern – Marketing

India

Oct'17 – Sep'18

- Handled the complete outreach of International and domestic calling through (inbound & outbound calls) to achieve customer conversion.
- Handled the Email marketing through (Mail chimp & outlook).
- Was one point contact for Database collection and coordination with the team
- Application processing – online and offline verification, conducting workshops and admission test for prospective applicants and registration in orientation for the programmes.
- Handled complete admission interviews and ensured smooth workflow in execution.
- Inter department coordination with Finance, Commercials, IT, Operations for various tasks.
- Handled complete Front and Back end support for marketing & admissions.
- Managed the overall leads database.
- Worked with manager and directors for creating marketing strategy for admission.
- Supported placements team during recruitments.
- Prepared the process documents and arranged the documents for audit and accreditation (AACSB).

CERTIFICATION- HUBSPOT

- Email Marketing
- Inbound Marketing
- Social Media Marketing

EDUCATION

St. Ann's Degree College, Osmania University, Hyderabad, India
Bachelor of Commerce (B.com)

Jun'14 – Apr'17

St. Ann's Jr. College, Board of Intermediate, Hyderabad, India
Civics Economics Commerce (CEC)

Jun'12 – Apr'14

LinkedIn Profile ID: <https://www.linkedin.com/in/yamini-pendyala-08a475146/>