Radha Madhavi.Mantena

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Summary

- Expertise in Marketing & Sales Analytics, Customer Analytics with proven track record.
- Graduated from University of California Berkeley with 3.7 G.P.A (Majors in Marketing).
- International work experience.

Tools

- Tableau
- MS-SQL
- MS-Excel (Advanced)

Education

- University of California Berkeley , 2011-2012
    Diploma in Business Management with Majors in Marketing ; 3.7 G.P.A

- Shri Vishnu Engineering College , 2005
    Computer Science Engineering

Experience

Marketing Analyst   **Harmonic Inc, San Jose**
                                                          Nov 2012-March 2013

Harmonic Inc is the worldwide leader in video delivery technology services and helps deliver quality broadcast and video services to consumers globally.

The Marketing department at Harmonic Inc had an issue with building customer database and drawing complex analysis from it.This project was extremely important and urgent because the company was aggressively looking to improve their sales and customer experience.

I was responsible for extracting customer data from various data sources and consolidating it into one single source which was then analyzed to find consumer insights.The major challenge was with the duplication and discrepancies in the data which was handled efficiently and completed at unprecedented speed.

Results:

- The rapid execution of the project helped the company to save their spend on human capital and and achieve their marketing goals.

- The insights derived from the clean database helped us discover new potential markets to expand our business and identify major customers to improve our sales and services.

Marketing & Sales Intern   **Involver, San Francisco**
                                                                      May 2012 - August 2012

Involver(later acquired by Oracle) was a marketing platform that provides help for businesses looking to mange their marketing on social media sites.

The Marketing & Sales team at involver had a requirement to identify their most rewarding channel for lead generation and calculate ROMI(return on marketing investment) to optimize their marketing spend and allocate to the right channels.

My role there included designing the sales funnel and develop metrics at each stage of the funnel to gauge the process flow.Any glitches in converting a lead to Sale are identified and communicated to the team to avoid opportunity costs.The process developed is scaled across all channels for a seamless conversion from leads to sales.During the process unyielding channels were identified and discontinued, this saved subscription costs to the Marketing team.At the end of the internship i made an evaluation of ROMI across all channels and submitted the results to higher management.These results are important to the top management to recognize their most yielding lead generation channels and invest their money only in the right ones.

Results:

- Reduced channel costs by 50%
- Created a Revenue Pipeline worth $30,000.
- Increased Resource Utilization by 26%
- Increased Sourcing efficiency for the lead generation channel by 60%

Account Executive   **Channel 4 Solutions**
                                                                      Jun 2008 - Nov 2008

Channel4Solutions is one of the prime HR outsourcing companies in India.The services of the company includes recruiting the best talent in the Industry to the most renowned IT firms.

I was responsible for end to end recruitment of the talent i.e identifying, interviewing and closing the deal to the top IT firms.I had to report to the top management on a weekly basis regarding Leads generated,closures made and potential candidates in pipeline.

Results:

The company's revenues were entirely dependent on the closures made by each account executive.I was able to exceed the sales quota by 100% during Q3,2008.

Associate Software Engineer   **Megasoft**

Nov 2005 - Oct 2007

Megasoft is an Indian information Technology company that offers high end cloud services, cyber security and mobile network services.

During my tenure at Megasoft i was mainly responsible for maintaining database tables for an e-commerce application.I also worked on writing javascript and executing unit test cases for the commerce application.

Achievements:

Before deploying into the actual team i was trained on .net and took an initiative to lead a team to develop a .Net application.At the final presentation our team was awarded for best execution and presentation over 25 other engineers in the training.