

**SIDDHARTHA VADLAMUDI,**

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**EDUCATION**

<b>Vignan University</b> Bachelors of Computer Science & Engineering, <b>Minor degree</b> - Management	July 2012- June 2016
<b>Sri Gayatri Intermediate (11 &amp; 12)</b> MPC	May 2010 - May 2012
<b>Sri Viswasanthi Modern High School (SSE)</b>	April 2010

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**EXPERIENCE**

**603 The Coworking Space, Mumbai** - Chief Operating Officer,  
January 2019 - September 2019

603 The coworking space is a shared office space where we started with a motto of building a healthy startup community to interact with each other and help in growth of their businesses.

- Day to day operations of all the 9 branches.
- Focusing of the MRR through sales and outreach programmes
- Managing Alliances & strengthening the client relationship
- Hiring and training the new employees
- Organising community building events by getting investors & mentors on board.
- Developing growth strategies through market research and analysis
- Optimising the operational challenges by implementing new processes in place.
- Guiding the Marketing team to target the right set of audience and playing a major role in closing the deals and increasing the conversion rate.

**Crowdera Inc, Mumbai** - Growth Hacker & Marketing Manager

March 2018 - January 2019

Crowdera Inc is a Saas based fintech platform where we offer fundraising solutions to startups, Non profits, Film making & Social causes.

- Owner of Digital Marketer - An end-to-end digital marketing automation platform, which uses deep analytics to improve ROI of digital ad spend through Google Ads, Telephony and Lead Management tool integration, Saas sales.
  - Achieved 180% better CTR and 120% better Lead Conversion rates, compared to the average industry standards using landing page personalization and keyword cataloguing techniques. Got 4 Bollywood celebrities on board as clients and had been maintaining their accounts.
  - Conceptualized the Thrive5 Accelerator program for startups of rural India from stage zero.
  - End-to-end product ownership experience; liaising with all stakeholders and development teams, directly leading a team of 16 within the product, product roadmap and models for prototypes.

### **Jagriti Yatra, Mumbai - Marketing Manager**

May 2016 - March 2018

Jagriti yatra is the world's largest train journey for entrepreneurs where we strive to build India through Enterprise by focusing on the grassroots level startup's nurture them and get them proper market connectivity for their Product/ Service.

- Goto person for all the partnerships and Digital Marketing.
- Organised 25 Pan India level SEA events in collaboration with Coca Cola.
- Worked on the impact assessment of the organization and the companies aligned with the same goal.
- Handling the day to day and Yatra operations
- Have taken the responsibility of JEC-p Operations and Marketing.
- Handled a community of 70,000 globally.

### **Offers at City, Guntur - Cofounder**

Dec 2015 - May 2017

Offers at City was started as an online aggregator of the mid scale level enterprise of the town by selling their stagnated and existing goods online with discounts/offers.

- Handled operations & alliances
- Increased the outreach and client list from 0 - 3,479 in a span of 2 years.
- Raised Seed & Pre Series A funding form F&F/ HNI rounds.

### **OTHERS**

- Finalist of 3 startup weekends
- Increased the profits of family real estate by strategising the new go to techniques of marketing.
- . President of (SAC) Student Activities Council of Vignan group for 2015.
- . Participated in **Global Entrepreneurship Summit (GES)** 2014 and attended co founders meet and stood as finalist in Empresario held at IIT Kharagpur
- Participated in **Global Entrepreneurship Summit (GES)** 2015 and attended for connect the Dots and strategy design conference held at IIT Kharagpur.
- Participated in B-plan competition in **Idea Carnival 2k15** and stood as the finalist.
- Participated as a yatri in **Jagriti Yatra 2015** .
- Volunteered as an ERC in **Jagriti Yatra 2016**.

I hereby declare that the above-mentioned information is true to the best of my knowledge.