



Venu varaprasad Reddy.Y

Marketing | Business Analytics & ABM | Vishwa vishwani Business School

CAREER OBJECTIVE

To work and pursue a successful career in a challenging environment and to use my skills, knowledge of the field to support the growth and profitability of the organization and improve my knowledge with practical implementation.

PROFESSIONAL EXPERIENCE/INTERNSHIPS

HI Field – Ag Chem India Pvt .Ltd | Role: **Sales Executive ('23)** | Location: Hyderabad | January 2022 to January 2023 | Full time | Part of the Marketing Training& Sales Executive Buying team, project focused on the Fertilizers & Pesticides 2023. Responsible for attending first meeting with PAN India Inbound Leads and Reaching out to brands.

3s Services Group Aisc Structural Steel Detailing | Role: Inside sales Associate | Location: Hyderabad | July 2023 to January 2024 | Creativity & Innovation, Sales process, | Inbound&Outbound sales, Negotiation, Deal closure &Customer Relationship Management, communication, E-Mail Marketing, Cold Calling.

ACADEMIC PROJECTS

Proficiency in Business Tools | Identified a real lifetime problem of a store and Created and App using OPEN AS APP to solve the problem.

Design Thinking | Fieldwork project on McDonalds to study the activities and observe the issues that are occurring within one of the McDonalds stores.

Website Designing | Digital & Social media Marketing | Created a new website using We3 School (Only for educational purpose) to increase sales and awareness of an aggregate company called Mahalakshmi MS and Road Metal Industries.

Brand Management | Brand strategy blueprint | FRESHWIZ-Smart Refrigerator & App Model was developed utilizing brand management tools, and a blueprint was made while considering the target market and their pin points. This product was given a logo, tagline, brand anatomy, brand ladder, brand sensorial, and brand launch commercial video.

Request for Proposal | Hi-Field.Ag- Researching competitors and positioning the "Z Score" product in the world market. Conducted surveys, developed questionnaires, and contacted several dealers and shop firms after researching other similar competitors' product. As the point of contact between the company and the college, the leader of the team during the process and presentations improved my market research skills.

EDUCATIONAL HISTORY

- **PGDM- Marketing & ABM** | AICTE| Vishwa Vishwani Business School of Management, Hyderabad | Class of 2023 | CGPA: 7.87%
- **BSC- ICAR**| Tamilnadu Agricultural University, Coimbatore | 2016 - 2020 | CGPA: 7.36%
- Higher Secondary -Bipc| Narayana Junior college, Kurnool | 2013 - 2015 | Percentage: 91.7%
- Secondary | CBSE| Nandyal Public School, Nandyal|2013 – 2014 |CGPA: 9.0

OTHERS

- Languages Known: English, Hindi, Tamil, and Telugu

KEY COMPETENCIES

- Adaptability
- Decision Making
- Marketing Analysis
- Innovative
- Marketing Strategies
- Positive Attitude in Facing New Challenges.

ACHIEVEMENTS

- Member of the NASA and Digital Media (21-23').
- Member of the Students club association in vishwa vishwani institute of business school (2021-2023).
- Awarded as outstanding Performer during volley ball state level (January 21 – April 21)

CERTIFICATIONS

- Negotiation for sales professionals - Udemy.
- Marketing Analytics – Coursera& Udemy.

HOBBIES

- Music
- Outdoor games
- Movies

REACH ME AT

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