



CHAITANYA AKKILI

DIGITAL MARKETING ASSOCIATE • OAKVILLE, CANADA • 3657785848

◦ DETAILS ◦

Oakville
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◦ LINKS ◦

[LinkedIn](#)

◦ SKILLS ◦

Microsoft Office
Communication Skills
Social Media
Google Adwords
Microsoft Excel
Google Analytics
Lead Generation
Customer Relationship Management
Communication and Negotiation
Ad Campaign Creation
Stakeholder Management
Storefront Merchandising

◦ HOBBIES ◦

Cooking, Dancing, and Exploring the new places

◦ LANGUAGES ◦

English



PROFILE

Analytical results-driven Digital marketing associate with proven success in India by utilizing education, work knowledge skills, and experience to help firms develop and execute marketing strategies that will promote business success. I aspire to a challenging position to lead teams through demanding situations. So I am seeking dynamic Opportunities in Canada.



EMPLOYMENT HISTORY

Sales Executive at Himalaya Wellness Company, Bengaluru

May 2021 — July 2022

I had the following responsibilities in this position:

- By following up on leads, find potential new customers.
- Contact prospective and existing clients to learn about their needs and make product recommendations to satisfy those demands.
- Addressing concerns about pricing, availability, and delivery time with stockists and retailers and maintaining the SKUs up to date each month with good planning.
- After the sale, follow up with clients to determine if they are happy with the products.

Digital Marketing Associate at Amazon Prime Video, Chennai

October 2022 — January 2024

My responsibilities in this position were as follows:

- Providing marketing support in running of Amazon prime video titles across European Countries.
- Assisting in the promotion of prime video titles across various verticals of amazon like store front merchandising- Amazon prime, amazon shopping cross sites marketing, paid search and outbound activities.
- improving stakeholder communication, ensuring timely reporting and delivery of marketing campaigns in the countries involved, and maintaining deadlines.



EDUCATION

PGDM, Taxila business School, Jaipur

June 2018 — May 2020

In the areas of operations management and marketing, I completed my postgraduate studies.

B.Tech, RGM CET, Nandyāl

September 2013 — August 2017

I graduated with a degree in engineering and computer science.

Pursuing Strategic Marketing Communications, Conestoga College, Kitchener

January 2024 — Present

Passionate Strategic Marketing student | Proficient in Brand strategy, Digital Marketing, and Content Creation | Seeking Opportunities to Apply Academic Insights in Real World Campaigns



INTERNSHIPS



Material Management Trainee at RINL, Vizag

January 2019 — March 2019

- I became familiar with the Material Management work flow process, which involves a number of departments like purchasing, tenders, and inventory.



Logistics Coordinator in Central Procurement at Aditya Birla Group, Mumbai

July 2019 — September 2019

- I worked on a real-time project looking for a reliable logistics partner for the Aditya Birla Group in China, Thailand, and Indonesia.
- I also underwent data analysis and consolidation throughout my internship, where I combined all the customer and shipping line data and determined which shipping line is responsible for the majority of our exports.



Project Coordinator at Stigen Martech LLP[WeAddo.com], Gurgaon

March 2020 — October 2020

In this position, together with team management, I am more concerned with carrying out specific stages of a strategy for an e-commerce websites.

- If necessary, putting forth new suggestions for the project.
- Planning, implementation, and application of project timelines and fresh information.
- Identify and define the project's requirements, scope, and goals through communicating with the client.
- Creating solutions to the potential issues



REFERENCES



Sweta Subramanian from Amazon

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Guna Sekhar Reddy from Himalaya Wellness Company

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