

# Chappalli Satya Swaroop Reddy

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## SKILLS SUMMARY

- Tools/Platforms:** MS Word, MS Excel, MS PowerPoint and Canva
- Power Skills:** Leadership, Problem-Solving Skills, Team Player, Communication Skills, Adaptability

## INTERNSHIP

### Market Research Intern – SEMS Welfare Foundation

June 2024 – August 2024

- Spotted Pharmaceutical sector **startups** listed on **StartupIndia platform**
- Recorded Key data points include **basic information, Business details, financial information, operational details, technology and innovation, market and competition, impact and social responsibility, future plans, challenges, and news**
- Utilized various **research tools** and methodologies for accurate **data collection**, ensuring high-quality results that guided decision-making process
- Completed research, compiled data, and assisted in **timely reporting**, collected and analyzed consumer data for better-targeted marketing campaigns, increasing customer engagement

## PROJECTS

### Himalayan

December'2023

- Developed and implemented a comprehensive sales strategy for Himalayan products enhancing market presence.
- Formed a strategic partnership with the Himalayan products company to **optimize sales opportunities**
- Led a group effort in achieving a revenue milestone of **25,000 rupees** within a one-month timeframe established brand Image by assuring customers of value and contributed by **increased sales**

### Unbranded to branded | Lovely Professional University

October 2023

- Branded an unbranded** local food product as “**Abhiruchii Foods**” based on the target audience and handled packaging
- Designed brand logo** and **social media posts** featuring a popular Telugu movie character to better connect with our target audience
- Conducted **market research** through **offline Customer interviews** and **offline questioners**
- Promoted within the university through **hostel room-to-room promotion** through demonstrating our products
- Utilized display spaces in **hostel mess** areas for **product visibility**
- Achieved a **target revenue of RS.5,000** in just two days

### Affiliate Marketing | August Bioscience

September 2023

- Successfully done Affiliate Marketing Campaigns for August Bioscience, and generating sales **of 7500 Rupees** by selling the products and Earned 10% commission on each product sold
- Designed and executed online marketing campaigns to boost sales and enhance brand visibility
- Gained experience in digital marketing, **campaign analytics**, and customer engagement and social media outreach to increase visibility and conversion.

## EXTRACURRICULAR ACTIVITIES

### Marketing Manager in Arc BBA Organization

February 2021

ICFAI BUSSINESS SCHOOL

## ACHIEVEMENTS

- Participated in NGO work with Arc BBA Club in IBS and Focused on tree conservation and promoting eco-friendly practices in rural areas in Shankarpalli and Earned recognition from the Head of School
- Represented the Kurnool district hockey team and led the team to victory, securing the championship cup of under 19 Match

## CERTIFICATES

- Python for Data Science by IBM
- Marketing foundations
- Supply chain management by R radiant

December 2023

September 2023

August 2023

## EDUCATION

### Lovely Professional University

Punjab, India

- Master of Business Administration – Product & Operations Management; **CGPA: 7.03** August 2023 - July 2025

### ICFAI BUSSINESS SCHOOL

Hyderabad Telangana

- Bachelor of Business Administration; **CGPA: 6.96**

July 2019 – May 2022

### Guru's Junior College

Mangalgiri, Andhra Pradesh

- Intermediate; **CGPA: - 8.85**

April 2017 - March 2019