

Chappalli Satya Swaroop Reddy

LinkedIn : <https://www.linkedin.com/in/swaroop-reddy/>

Email: reddysatyaswaroop@gmail.com

Mobile: +91-9493827955



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**
ICFAI BUSSINESS SCHOOL

February 2021

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 December 2023
- Marketing foundations September 2023
- Supply chain management by Radiant 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