# PRUDHVI VISHWANADHULA

## Social Media Manager

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### SUMMARY

Knowledgeable Social Media Manager experienced in executing social media strategies across social platforms.
Demonstrated time management and collaboration skills. Flexes easily with new information and branding changes to consistently exceed targets for engagement, acquisition and retention.

### EDUCATION

**Master of Business Administration, Business Analytics,** 12/2023 | London, United Kingdom
University of East London

**Bachelor of Technology, Information Technology,** 05/2017 | Chennai, India
SRM University

### EXPERIENCE

**Social Media Manager,** Akshay Pabba Podcast 10/2024 – Current
Hyderabad, India (Hybrid)

- Managed multi-platform social media with consistent brand messaging.
- Leveraged trends and new platforms to maintain competitive edge.
- Grew loyal audience through targeted, high-value content.
- Optimised posting schedules via analytics to boost visibility.
- Streamlined content workflows for improved efficiency and quality.
- Maintained organized posting through structured content calendars.
- Analyzed competitors to strengthen brand positioning.
- Increased engagement with interactive content and prompt responses.
- Wrote persuasive copy driving traffic and brand awareness.
- Conducted market research to align content with audience preferences.

**DevOps Engineer Intern,** Digital Lync 05/2024 – 09/2024 | Hyderabad, India

- Improved code deployment efficiency by automating processes with CI/CD pipelines.
- Maintained version control systems like Git or SVN for seamless collaboration among developers and engineers during project lifecycles.

**Junior DevOps Engineer,** Mphasis Limited 01/2019 – 12/2021 | Bangalore

- Reduced time-to-market, automating build, test, and deployment pipelines using CI/CD tools.

**Test Engineer,** Mphasis Limited 01/2019 – 12/2021 | Bangalore

- Maintained up-to-date documentation of all test plans, procedures, results, and defect tracking databases for future reference or audits.
- Created comprehensive test plans, test scripts, and use cases to support testing objectives.

## TECHNICAL SKILLS

- Social media management
- Social media strategy
- Content scheduling
- Analytics and reporting
- Content strategy
- Hashtag research
- Social listening
- Content calendar management
- YouTube, Instagram, LinkedIn

## PROJECTS

**Customer Persona Development Project**
Researched and created personas for brands like Lenskart, Zoom, and Whole Truth Foods to define audience demographics, behaviors, and preferences.

**Competitor Analysis project**
Conducted detailed analysis of competitors' marketing strategies, pricing models, and engagement tactics to identify market opportunities.

**Social Media Content Strategy**
Designed content strategy for MyCaptain's "Scroll Less, Create More" campaign using the AIDA funnel, driving awareness to action.

**Content Calendars**
Built structured weekly Instagram calendar and -week multi-platform calendar (Linkedin, YouTube, Instagram) for Amul, focusing on awareness, engagement, and promotions.

## PORTFOLIOS, PROFILES

**linkedin.com/in/Prudhvi**

**https://fueler.io/prudhvi**