

Hello

I'm Paladi Sai Naga Raju

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Core Competencies

- Digital Media Analysis
- Social Media Marketing
- Strong knowledge of Google AdWords Platforms
- DCM & DFP
- Facebook Marketing
- Facebook Campaign Management
- Operations Management
- Campaign Management
- Search Engine Optimization
- Rich Media Ads Quality Check
- Knowledge on Ad Servers includes Adelphi & North Star work-flow
- Quickly develops effective working relationships with senior executives.

Experience

September 2014 - PRESENT

Accenture Services Pvt. Ltd (Client: Google), Hyderabad - Corporate Digital Media Analyst

- Responsibilities include verification and trafficking the rich media ads, TrueView ads and implement macros.
- Extensive experience with DART and most third party rich media vendors (Eyeblaster, Atlas, Pointroll, Flashtalking etc). with high proficiency in advance trafficking methods using Adwords.
- Ensure high quality service to the leading blue chip client- Google.
- A Comprehensive and continuous support for third party ads serving and monitoring of implementation trackers.
- Perform quality check of rich media ads concerning the specifications and policies.
- Consultation: Provide guidance to both sales and clients on Google's third party serving and tracking capabilities. Coordinate with the sales team to ensure the timely launch of campaigns on the GDN.

January 2012 - December 2014

QED (UK) Training Services - Digital Media Consultant

- Responsible for developing QED's monthly e newsletter to clients, revamping their website and increasing their visibility on social media.
- Successful in boosting the network of 64 clients to over 1400 on completion of assignment.
- Carried Email Marketing and handled social media presence.
- Developed and managed campaigns' budgets and Internet marketing programs, blog implementation, paid search marketing, and quality link-building efforts.

Internships

- Internships in Microsoft, Twenty19, Techkriti-2013 & 2014.
- Also at Pricegenie.in. - Social Media and Techpreneurs India Pvt. Ltd
- Member in Youth: INK Panel.

Education

- Pursuing PGDM in Operations Management from Welingkar Institute of Management.
- Bachelor of Technology from Jawaharlal Nehru Technological University, Hyderabad.
- Intermediate from Board of Intermediate Board of Education, A.P.
- Senior Secondary Certificate from Board of Secondary Education of A.P
- Social Media Marketing Course - HP Learning Programme
- Online learning with QED Training, UK and social media consultancy work.
- Training on free Open Software & Web Technologies.

IT Skills

- Programming skills -Pig, Hive, C, Java, HTML
- Web Technology-Drupal
- Operating Systems -Windows all versions
- Proficient with latest versions of MS-Office and online survey tools.

Awards

- Client (Google) appreciation for quality work.
- 1st Prize for the new idea on Alternate Fuel Resources, National level Tech Fest.

- Consistent top three positions in technical & non-technical events on campus.
- Presented an Article on Alternate Energy Sources for ACER.
- Presented papers on the Topics: Photon Chips and Robotic Applications various technical and scientific topics in National Level Technical Symposiums.
- Leadership award for group work in Bomma Institute of Technology & Science.

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