



Varun Teja Marneni


Marketing Strategy Manager


A Philomath and business enthusiast, logical thinker and Data-driven decision maker. Well-known for team development and management. Fascinated with understanding marketing strategies and business models of brands. Exploring sales and finance.

varunteja.com 

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SKILLS

Team Management

Leadership

Marketing Strategy

Advertising

Email Marketing

Google Ads

Meta Ads

LinkedIn Ads

Data Analysis

SEO

Canva

Figma

Web Development

PHP

Javascript

SQL

PROFESSIONAL EXPERIENCE

Marketing Strategy Manager

Hyderabad, India

Smart Interviews

June 2022 - Aug 2023

- Developing marketing strategies aligned with business goals and responsible for taking the company from 0 to 1.
- Oversaw and guided a team of 8 marketing experts, including departments for content creation, social media management, performance marketing, and graphic design, offering mentorship.
- Conducted over 100 interviews to assemble a highly efficient marketing team.
- Effectively communicate and deliver presentations for pitching marketing strategies, plans, and results to senior management.
- Maintaining team culture and responsible for setting up a pipeline for marketing activities like advertising, PR, SEO, podcast, email, WhatsApp, and SMS marketing.
- Attend business events like BNI representing Smart Interviews

Performance Analyst

Hyderabad, India

3DM Agency

March 2021 - March 2022

- Engaged with over 55 brands spanning Real Estate, E-Commerce, Retail, Education, Healthcare, and Leisure sectors.
- Served as an Account Manager for three clients, overseeing a yearly budget of Rs. 3 Crores (Half A Million CAD).
- Led a 3-member team as the head of the paid advertising department.
- Contributed to the recruitment, training, mentoring, growth, and performance assessment of team members.
- Actively work on marketing data analysis and data visualization tools like Tableau and Looker Studio.

Founder

Hyderabad, India

HomeXRepair

November 2020 - May 2021

- Led end-to-end business development efforts, serving 2500+ customers in 7 Months.
- Assembled and managed a dynamic 7-member team which involved sales, operations and technician departments
- Oversaw all aspects of business development, recruitment, and marketing.
- Maintained a keen focus on financial management, resource allocation, and cost control.
- Defined the company's strategic vision, mission, and goals, setting the direction for growth and innovation.
- Continuously monitored industry trends, adapting strategies to capitalize on emerging opportunities and stay competitive.

Co-Founder

Hyderabad, India

Sabiduria

September 2019 - March 2021

- Collaborated with 15+ companies spanning various niches, including Appliance Repair, E-Commerce, Agriculture, Tax Services, Event Management, and Education.
- Successfully pitched business proposals to clients, managed onboarding, and nurtured customer relationships.
- Established and led a cross-functional team of 5 members and freelancers, overseeing performance and web development departments.
- Formulated and executed marketing strategies closely aligned with business objectives.
- Managed PPC and web development projects with a hands-on approach.

Digital Marketing Intern

Hyderabad, India

Digital Deepak

September 2020 - January 2021

- Engaged in paid advertising, executed marketing automation, and implemented SEO strategies.

Junior Network Engineer

Hyderabad, India

Adtran Inc

March 2020 - March 2020

- Responsible for testing and reporting the bugs in software solutions for Adtran products.

Software Developer

Hyderabad, India

Nestor Analytics

July 2019 - August 2019

- Coordinated as a Front-end web developer dealing with HTML, CSS, And Vanilla JS.
- Developed user-friendly and mobile responsive website.

ACADEMIC BACKGROUND

University Canada West

Vancouver, BC

Master of Business Administration

2023 - Present

Guru Nanak Institution of Technical Campus

Hyderabad, India

Bachelor of Technology in Computer Science

2016 - 2020

AVAILABILITY

Available At: Tue, Thu, Sat & Sun (Available for All Shifts). Mon, Wed & Friday (Evening & Night Shifts)