

MANOJ KUMAR KANDULA

Flat No.201, 8-1-21/26, S R Residency , Sriram nagar, Hyderabad-500008

Mobile: +91-9000400898

Email: manojmagic9@gmail.com

Seeking Practical Exposure on Digital Marketing From an Organization, utilizing acquired skills/experience, that I have gained from Post Graduation in Digital Marketing

DIGITAL MARKETING EXECUTIVE

EXECUTIVE SUMMARY

- **7 years of rich and insightful experienced IT Professional**, involved in Software Test Management, involving Manual, Automation, Mobile, Web services & Performance testing, on various platforms, for clients, providing Test Deliverables like Test Plan, Test Cases, Automation scripts, Test logs, RTM, etc. as well as Defect Tracking and Management
- Enrolled for **Post Graduation Diploma in Digital Marketing** with **Symbiosis Center for Distance Learning**, Pune , in March 2018.
- Having Theoretical Knowledge in Digital Marketing including Word press Designing , Search Engine Optimization both On Page Optimization & Off Page Optimization , Google Ad words , Email Marketing , Social Media Marketing , Google Analytics
- A proactive and analytical **Software Test Management Professional**, with a successful track record in execution of multiple projects in defining/finalizing requirements, defining scope, Test Effort Estimation, Task Scheduling, sequencing/prioritizing activities and in driving success criteria,
- Skilled at Handling & Training team members with a Size of 6 Members and Playing the role of Scrum Maser in Agile Projects
- Experience in Testing Web Applications
- A cohesive **Team Player**, looking to upgrade knowledge as well as having analytical, problem solving, negotiation, planning, communication, interpersonal skills.
- Experience in Working with Onsite / Management Teams

TECHNICAL SKILLS

Programming Languages	HTML, CSS , JavaScript , C# , ASP.NET , ADO.NET ,SQL
Search Engine Optimization	Initial Site Analysis, Keywords research, Competitor analysis, On page Optimization, Off page Optimization , Link Building
Google Ad words	Search Advertising, Display Ads, Shopping Ads, YouTube ads, Mobile Ads
Tools	Keyword Planner, Google Analytics
Content Management System	Word Press
Social Media Marketing	Face book, Twitter, YouTube, Instagram, Quora, LinkedIn, Pinterest
Email Marketing	Mail Chimp

PROFESSIONAL EXPERIENCE

Role & Organization	Duration	Employment Type
Software Test Engineer at Peritus Corporation (P) Ltd , Hyd	Dec 2019 – June 2020	Contract
Senior Software Test Engineer at Capricorn Systems , Hyd	April 2019 –Dec 2019	Contract
Software Test Engineer at TollPlus India (P) Ltd., Hyd	July 2012 –Feb 2018	Permanent

QUALIFICATIONS

- **PG Diploma (Digital Marketing)** from Symbiosis Centre for Distance Learning (SCDL) – 2018 -2019
- **B.Tech (Computer Science)** from Jawaharlal Nehru Technological University Hyderabad. - 2007-2011
- **Intermediate - MPC** from Narayana Junior College – 2005- 2007
- **Secondary School Certificate - SSC** from City Central School – 2005

