

3. Data Science

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Guest Profile:

Contact
Serilingampally, Hyderabad, India
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(LinkedIn)

Top Skills
Data Science
Digital Marketing
Strategic Partnerships

Languages
Hindi (Professional Working)
Telugu (Native or Bilingual)
English (Full Professional)

Certifications
Machine Learning for Business
ITIL V3 Foundation Level
SQL + Tableau + Python

Honors-Awards
SWAMI VIVEKANANDA YOUNG
ACHIEVERS AWARD for positive
contribution to society

Pratap Malladi

Data Analysis|BizDev(Partnerships)|Content|MarTech|AI Products|
Visualization|Guest Speaker
Hyderabad

Summary

Demonstrated experience in business management and transform that to digital strategies leveraging user research and data analysis into Consumable, Actionable and Contextual Insights through meaningful stories using feature formulation based on domain and analytics experience.

My experience spans Analytics, Content/Digital Operations, Digital Marketing, Business Development(Digital partnerships), and project management. From an industry, perspective worked primarily in IT, eCommerce, Telecom/Mobile, Media & Entertainment, EdTech/ Education, B2B2C, etc.

I had the opportunity to work with Indian and overseas clients, ranging from StartUps to MNCs. I believe in data-driven strategic business solutions. My primary strength is to bridge business and technology/analytics and use it for a useful purpose

Core Competencies.

Content and Media Operations, International Biz Dev and Partner Management (partners selection; transition; maintenance; and ending), Data Analytics, Predictive Analytics, Spreadsheet Data analysis, web scraping (python), Python(Intermediate) SQL, Tableau, Google Analytics, Web Analytics, Machine Learning, NLP, Digital marketing skills (SEO, PPC ads, funnels, email, chatbot, affiliate, Social Media Marketing and Optimisation, influencer, market research, strategy and content marketing), Airtable.

Markets Served: India, USA, ASIA(GC, SEA, Korea), and Europe.

Guest Lecturer: - Lectured on Digital VAS Business Management at ISTTM Business School-India's Premier Digital Media, E-Commerce, Telecom, and IT.

Photo Proofs:



