

# SASI KIRAN REDDY MALLAM

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## Career Profile Snapshot

*4+ Years of Experience in Domestic/Global Markets, in the project management, marketing in the power sector and information technology space.*

### Core Knowledge & Skill Areas:

- ◆ Solar Project Consultancy
- ◆ Solar Business Development
- ◆ Digital Marketing
- ◆ Account Management
- ◆ Marketing Communications
- ◆ Web Analytics
- ◆ Search Engine Marketing
- ◆ Marketing Research
- ◆ Pre Sales Audits
- ◆ Client Servicing
- ◆ General Operations
- ◆ Business Analysis

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**RELEVANT EXPERIENCE** DREEMS, Tirupati, India August 2009 – Present  
**Business Development Manager – Full Time (May 2013 – Present) Part time (August 2009 – April 2012)**

- ◆ New customer acquisition and Client Servicing for Solar Power Project Proponents and liasoning with concerned parties.
- ◆ Provided technical and liasoning consultancy to proponents of Solar Power Projects and guided them through the various processes involved in getting a solar power project sanctioned.

NetElixir, Hyderabad, India April 2012 – May 2013  
**Account Manager**

Held full responsibility for account management with businesses across industries like consumer electronics, food and gardening, automotive which includes a including a Fortune 500 Client across multiple geographies.

- ◆ Planned and executed Search Engine Marketing Strategies for a consumer electronics giant amongst others with multi million dollar revenue targets in alignment with their digital marketing strategy.
- ◆ Established forecasts across different media channels, based on in-depth quantitative analysis of clients' online advertising campaigns in conjunction with overall business goals. Effective and pro-active communication on account management through on-time delivery of periodic performance reports.
- ◆ Managed a team of business associates towards achieving the revenue targets set by the clients.

Greenpeace International, Hyderabad, India April 2011 – June 2011

### Intern

- ◆ Prepared campaign proposals for the World Environment day which included chalking out an Integrated marketing communications proposal. Conducted the feasibility study of the campaign proposals.
- ◆ Developed ideas for the Green Warrior Program and researching for potential fund raising opportunities. Studied the street, outreach and onetime programs in depth.

*...Professional Experience, Continued...*

Intergraph Consulting Pvt.Ltd, Hyderabad,India November 2006 – July 2009

**Software Analyst**

- ◆ Worked in the SG&I department with the 'GeoMedia Developer Services' and the 'GeoMedia Add-On products' Teams.
- ◆ Worked with the development teams involved in the release of various Addon products in the Geomedia Suite of products which included Geomedia Image, Geomedia GeoDex, Geomedia Parcel Manager.

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<b>EDUCATIONAL BACKGROUND</b>	<b>Mudra Institute of Communications,Ahmedabad,India</b> PGDM – Communications Management – Class of 2012	<b>CGPA – 3.66 out of 4.33</b>
	<b>TKRCE, Affiliated to JNTU,Hyderabad,India</b> Bachelor of Technology,EEE – Class of 2006	<b>Percentage – 80.14%</b>
	<b>SRMJC,Hyderabad,India - 2002</b> Intermediate, Maths Physics Chemistry	<b>Percentage – 91.90%</b>
	<b>Maharaja Public School - 2000</b> SSC	<b>Percentage – 88.50%</b>

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**AWARDS &  
HONOURS**

- ◆ Mani Iyer Award for Academic Excellence in Account Planning and Management, 2012, **MICA**.
  - ◆ AAI Raman Memorial Scholarship of Academic Excellence,2012, **MICA**.
  - ◆ Scholarship of Academic Excellence,2012, **MICA**.
  - ◆ Rural Research Award, 2012, **MICA**.
  - ◆ First place, Ogilvy Account Planning Workshop,2011, **MICA**.
  - ◆ Awarded two 'Pat on the Back' Awards for outstanding contribution, 2007 and 2008, **Intergraph Consulting Pvt.Ltd**.
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**EXTRA  
CURRICULARS**

- ◆ Live MICAMINDS Project, Luxury Hues, In-depth Analysis of the Chinese Youth Market and Tencent,2011, **MICA**.
- ◆ Volunteer, ADASIA Conference,2011, New Delhi.
- ◆ Team Lead, School Adoption Program at NIRMAAN, NGO, 2009.
- ◆ Member of "Pratibha", State level technical meet at TKRCE, 2006.