

Chakravarthy Goud Veermallu

2.5+ years experience in Edutech. Worked on launching products, user acquisition, in app engagement, customer experience, operations & conversions.

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Professional Experience

Regional Growth Manager, Entri App

Oct 2019 – present
Hyderabad

Responsible for category growth in telugu region.

- Handled funnel metrics for all the courses from acquisition to conversion, built revenue from 0 to 12+ lakhs
- Actively managed inapp funnel from activation, engagement, retention to conversion with help of tools like clevertap, firebase, singular django and crm. Telugu region currently has MAU of 31k & DAU of 1.8k with average activation 67%+
- Designed and implemented individual user journeys for different categories, launched 13+ courses worked from top to bottom of funnel, from scripting promos to gathering user feedback.
- Coordinated constantly with UH team to gather User feedback and pain points and actively worked on feedback which contributed to the high app ratings on playstore which is currently 4.7 stars.

Social Media Strategist, Josh Talks

Jun 2018 – Sep 2019
Gurugaoon

Responsible for Josh Talks presence and Impact in Telugu region.

- Started working Josh Talks Telugu channel from scratch, in less than 15 months channel has crossed two lakh subscribers and had achieved more than 66.7 Million watch time.
- Networked with more than 30 top Telugu Content Creators for collaboration and strategic insights.
- Actively maintained and managed Josh Talks Telugu handle on Instagram, Facebook Sharechat and Helo apps
- Created and published more than 300 micro content pieces in Telugu, English. Some videos have achieved more than 22k shares and 1 million views on non YT platforms

Customer Support Associate, Amazon Development Centre

May 2015 – Oct 2015
Hyderabad

Responsible For Handling Customer issues through voice process

- Handled and resolved 40+ customer queries per day handled wide range of issues regarding delivery, returns, refunds, payments etc effectively.

Education

Post Graduation in Advertising Management & PR (Online),
MICA, Ahmedabad

2018 – 2019

B Tech in EEE, Usharama College Of Engineering & Technology

2010 – 2016

Skills & Tools

- Clevertap
- Django
- Copy Writing
- Content Creation
- Growth Marketing