

Sandeep Badireddi

Digital Marketing & Analytics Professional

 sandeepbadireddi.com

 badireddis@gmail.com

 +91 8766667799

 Sandeep Badireddi

PROFESSIONAL SUMMARY

Results-oriented and data-driven digital strategist with 12+ years of digital marketing experience.

Have been responsible for defining and managing the strategic roadmaps to SEO, SEM, optimising corporate websites and online properties for brand awareness, brand affinity, and demand generation to influence marketing sourced pipeline growth.

I possess an extensive understanding of all aspects of digital marketing strategy including but not limited to information architecture, audience segmentation, insights, user experience, .com execution, personalization, design, development, KPI management, campaign alignment, etc. Have worked extensively with cross-functional executive leadership and teams to prioritize initiatives by providing business value and the ability to reprioritize as business and strategic values shift.

Have led and trained high performing and motivated teams. Managed vendor and agency relationships along with teams and operational budgets.

AREAS OF EXPERTISE

- Brand Advertising
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Social | Paid Media
- Webinars | Email
- Content Strategy
- Budget Management
- Inbound | Outbound Marketing
- Account Based Marketing (ABM)
- Product Marketing
- Integrated Marketing
- Marketing Automation
- Conversion Optimization (CRO)
- Strategic Planning
- Digital Analytics
- Data Visualization
- Demand Generation
- Growth Marketing
- Performance Marketing
- Partner Marketing
- Competitive Intelligence
- Digital Acquisition
- Adobe Experience Cloud
- Google Marketing Platforms

WORK EXPERIENCE

Lead Digital Strategist

Cadence Design Systems

Feb 2020 to Present

Leading Digital Marketing COE to drive global strategies and effective implementation ensuring pipeline generating programs thru an active partnership with executive stakeholders, integrated marketing, demand generation, portfolio marketing, and operations teams. Responsible for optimized online experiences for various marketing channels (Organic Search / Paid Media / SEM / Conversation Marketing, etc.) to influence conversion and pipeline growth. Managing multi-regional and multi-lingual sites along with the integration of merger and acquired digital properties, content, and pipeline. Developed and am in the process of rolling out executive and business stakeholder dashboards for web and digital programs performance.

Digital Strategist

Quinnox, Inc.

Feb 2019 to Jan 2020

Led Web & Digital Marketing team defining strategy, KPI management, and execution for global and regional online properties along with digital demand growth. Re-launched corporate sites (global execution) and channel partner resource site) with new GTM and brand identity to align with restructured corporate strategy and vision. Managed and led organic strategy, search intelligence integration along digital content activation. Introduced process optimizations that led to over 30% resource and budget efficiency gain.

Digital Marketing Specialist

Wadhwani Foundation

Jun 2018 to Jan 2019

Reporting to the Associate Director of Marketing & the Executive Vice President of Global Marketing, I lead a digital brand strategy and online marketing for Asia, Africa & Latin America.

Driving Digital Media & Marketing Strategies for Wadhwani Foundation & National Entrepreneur Network. Own Wadhwani Foundation & NEN across content creation, traffic, program launches, business analytics & reporting. Responsible for brand drive & lead generation using Search, Display & Video advertising across all channels. Drive a digital mindset across the organization through continuous education and input on digital behaviour & trends. Creating Digital Marketing budgets for Q1, Q2, Q3 & Q4 (Quarterly & Yearly).

Managing Partner

EuniceSolutions

Apr 2016 to May 2018

I started this with a strong desire to build tech based hybrid platforms to fill supply chain gaps between farmers and direct users. To sustain, I turned this into a digital agency helping local clients to improve their digital presence. These learnings really helped me to re-shape myself. I lead the digital brand strategy, online marketing, and eCommerce for various clients across various domains.

Additional Experience

Digital Marketing Strategist

TechVcare Solutions

June 2013 to March 2016

Assistant Manager (Marketing)

Gravity Films

May 2010 to April 2013

CERTIFICATIONS

- Advanced SEO: Search Factors
- Google Analytics: Spam Proofing
- International SEO
- Marketing Tools: SEO
- Adobe Experience Manager for Marketers
- The Complete Guide for Salesforce Pardot
- Advanced Google Ads (AdWords)
- Advanced Link Building
- Google AdWords
- Google Analytics

EDUCATION

BTech - Mechanical Engineering

JNTU Kakinada

2006 - 2010