

Bhargav Kumar Gokavarapu

Bangalore, India | P: +91 8985826309 | bharrgavkumar@gmail.com

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WORK EXPERIENCE

Marketing Operations Specialist- Corestrat.ai

Jan 2024 – Present

- Created 5+ interactive product demo videos using premiere pro and after effects for company's social media.
- Overhauled the existing website utilizing Webflow and developed product designs using Figma to enhance user interface and overall experience.
- Developed content for the 2024 India's FinTech Festival targeting B2B sales presentations.
- Implemented marketing strategies for the AI tools focused on lending automation and decision management, utilizing leadsquared. This was accomplished during my initial month, specifically targeting e-mail marketing campaigns.

Marketing Executive- ACS Technologies Limited

April 2020 – Oct 2020

- Worked with external creative ad agencies to design marketing materials for post-covid entry in the market.
- Promoted Surveillance and IoT systems through coordinated marketing campaigns using Google ads.
- Developed compelling marketing content for Namaste Telangana's online and print campaigns, resulting in a 30% increase in website traffic and a 20% growth in print circulation.
- Conducted market research using recent customer buying behaviours and a questionnaire to improve the marketing performances of the products: Surveillance and IoT systems.

Retail Sales Assistant- Inditex

Dec 2022 – Nov 2023

- Assisting customers during their purchases and maintained the shopfloor in an extremely high-volume store.
- Earned the 'Employee of the Month' award three times during my time at the Exeter.
- Restocked store inventory regularly, monitored stock demands to appropriately address customer needs.
- Successfully drove online sales, achieving a consistent record of 3-5 sales per day within the first month of my tenure.

Creativity and Media head- Niche Marketing Club

April 2021- April 2022

- Streamlined task allocation and performance evaluation processes, implementing a performance management system that boosted team efficiency by 25% and led to 100% completion of deliverables within project deadlines.
- Managed social media accounts with posts, infographics, blogs to promote club activities and achievements.
- Designed and developed 10+ creatives and flyers for the club's marketing events using Photoshop and Canva.

EDUCATION

The University of Exeter- MSc Marketing

Sep 2022 – Sep 2023

- CIM Accredited Graduate with Distinction (
- Received the Global Excellence Scholarship

The Christ University, India- BBA Honours in Marketing & advertising

Jun 2019 – Jun 2022

- Cumulative GPA: 3.2/4.0
- Research dissertation: 'Effects of Consumer Profiles on Brand Loyalty and Customer Satisfaction in the Indian Fast-food Industry'.

ADDITIONAL EXPERIENCE & PARTICIPATIONS

Academic Marketing Representative- University of Exeter

Sep 2022 – Sep 2023

- HEAR certified representative of MSc Marketing.
- Answering student enquiries and resolved problems related to curriculum and course prerequisites.

Online Assistant- Sainsbury's UK

Sep 2022- Dec 2022

Volunteer for Centre for Social Action and SWO

Apr 2019- May 2022

Fundamentals of Digital Marketing by Google Digital Garage

Apr 2020- May 2020

Google Analytics for Business Certification

May 2021- Jul 2021

SKILLS

- Content creator (Lifestyle, Travel, food)
- Proficient in Google Analytics, E-mail Marketing and SEO
- Proficient in MS Office, Adobe Creative Cloud and Figma
- Creative and analytical thinking
- Brand development and strategy
- Copy writing and Market research