

AKSHITH VINUKONDA

Growth & Product Marketing · AI-First Digital · Programmatic & Performance Media
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EDUCATION

ESSEC Business School — MSc in Marketing Management & Digital · Singapore *Sep 2026 (Incoming)*
Admitted to ESSEC's flagship marketing programme on the Asia-Pacific (Singapore) campus.

Amrita Vishwa Vidyapeetham — B.Tech, Computer & Communication Engineering · Coimbatore 2020 – 2024
Coursework: Digital Marketing Foundations · Supply Chain Management · Business Communications.

PROFESSIONAL EXPERIENCE

Founder | Advisor — AI-First Digital Marketing Agency · India *Dec 2025 – Present*

- **Founded and scaled an AI-first marketing agency** delivering SEO, AI visibility (LLM SEO / GEO), paid media, branding, content and growth strategy to **5+ clients** across India's education-admissions and professional-services sectors.
- **Serve MBBS and engineering admissions consultancies and tax-advisory firms**, building lead-generation and brand strategies for high-consideration, trust-driven buyer journeys and lifting qualified inquiries by **35%**.
- **Own the full client lifecycle** — proposals, pricing, execution and delivery — sustaining **90% client retention** and a 7-day average delivery turnaround.
- **Built AI-visibility (GEO) playbooks** that grew client presence across ChatGPT, Perplexity and Gemini answers, lifting qualified organic / referral traffic by **60%**.
- **Optimized websites and paid campaigns** (Google / Meta), improving conversion rate / ROAS by **35%** and reducing CAC by **25%**.

Senior Associate | Omnicom Global Solutions · Coimbatore, India *Aug 2024 – Dec 2025*

- **Managed 100+ programmatic campaigns quarterly** for Porsche, Audi, Volkswagen and MAN across DV360, Amazon DSP and The Trade Desk, holding **100% trafficking accuracy** and on-time launches.
- **Lifted Porsche VTR 5–8% and Audi CTR 10%**, raising budget utilization from ~85% to **95%+** and preventing under-delivery of **20M+ impressions per quarter**.
- **Automated Tableau & Excel reporting** that surfaced actionable insights, increasing campaign ROI and cutting wasted spend.
- Partnered with PHD Media Germany and creative teams to shorten creative refresh cycles by **~2 days** with **0% brand-safety violations**.

Business Development Intern | Intranz · Hyderabad, India *Jun – Aug 2024*

- **Closed ~200 deals** through targeted cold outreach, negotiation and tailored marketing pitches during a 3-month internship.
- **Earned the highest sales incentives** among all full-time employees and interns.

PROJECTS & PUBLICATION

Agricultural Drone for Crop Disease Detection · IEEE Xplore Publication *2024*

- Prototyped an AI crop-disease-detection drone (Fusion 360, Raspberry Pi, Python image analysis); **published in IEEE Xplore** as an affordable, scalable tool for early intervention.

Fire Detection via Image Processing & ML · Raspberry Pi + Python *2023*

- Built a fire-detection system fusing image processing with smoke-sensor data; ML flame-intensity classifier **outperformed conventional detectors on accuracy**.

LEADERSHIP & ACHIEVEMENTS

- **Founder, Finance Club (Amrita)**: launched a 10-member club and ran workshops/competitions for **100+ participants** on markets, trading and personal finance.
- **Central Coordinator, ECE & CCE Dept**: directed a 12-member team across 4 large-scale events (200+ students), securing **₹50,000+ in sponsorships**.
- **Taekwondo State Champion** — represented at National Level; **Volunteer, Child Rights and You (CRY)** — education-awareness and fundraising drives.

SKILLS & CERTIFICATIONS

Marketing & Growth: Programmatic Advertising · Paid Media · Performance Marketing · SEO · AI Visibility (LLM SEO / GEO) · Content Marketing · Branding · Growth Strategy · Go-to-Market · Marketing Analytics

Platforms & Tools: DV360 · Amazon DSP · The Trade Desk · Google Ads · Meta Ads · Tableau · Excel · Python · SQL

Languages: English (Fluent) · Hindi (Fluent) · Telugu (Native) · Tamil (Intermediate)

Certifications: Marketing Analytics Foundation · Digital Media & Marketing Principles (UIUC) · Python for Data Analytics (Meta) · Data Analysis with Spreadsheets & SQL (Meta) — Coursera, 2024