

KSHITIJA CHANDRA TAMMIREDDI

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EDUCATION

BMS Institute of Technology & Management, Bangalore, India

January 2023

Candidate for Bachelor of Engineering in Information Science & Engineering.

Narayana Educational Society, Bangalore, Karnataka, India

May 2016

Secured *pass* in Higher Secondary Certificate Examination with Science and Computers stream.

PROFESSIONAL EXPERIENCE

Eazeebox, Bangalore, India | *Creative Marketing Executive*

September 2023 – Present

Eazeebox is India's first B2B platform for Electrical Retailers, providing a one-stop solution for all electrical retail products across various brands with a mission to simplify retailers business.

- Spearheading content marketing strategy to establish the company as a market leader in the electrical retail industry.
- Designed the new & improved Eazeebox website on Figma.
- Crafting high-quality, informative graphics with the Adobe creative suite tools addressing target audiences' interests.
- Conducting market analysis to gather consumer insights, informing product marketing strategies
- Achieved Outstanding Performance in Creativity & Strategic Vision award in September 2024.

Digirise Tech Solutions, Bangalore, India | *Creative Director*

June 2023 – August 2023

- Designed visually appealing static graphics, creatives, and videos using Adobe creative suite tools tailored to clients' branding goals.
- Enhanced clients' online presence and engagement through strategic visual content creation.

ACADEMIC PROJECTS

Sentiment Analysis of Political Leaders

Implemented a performance analysis system for evaluating political leaders' progress and promise fulfilment

- Executed data analytics and manipulation using reliable fact-checkers to ensure data authenticity.
- Utilized Tableau and Matplotlib for data visualization, integrating with MySQL databases for efficient data processing.

TECHNICAL SKILLS

- Programming Languages: HTML5, CSS3, JavaScript, SQL.
- Skillset: Visual Design, Graphic Design, Wire-framing, User Interface Design, Service Design, Information Architecture, Data Visualization, User Research.
- Tools: Figma, Adobe Illustrator, Adobe XD, Sketch, Adobe Photoshop, Adobe Premiere Pro.

COURSES & CERTIFICATIONS

- Completed UI/UX Specialisation course by California Institute of the Arts. (April 2024)
- Attained certification in Adobe Illustrator CC - Essentials Training Course from Udemy. (September 2023)
- Participated in Hands-On Cyber Security and Forensics Workshop at BMS Institute of Technology. (October 2022)
- Acquired certification in Sentiment Analysis with Python from Udemy. (July 2021)

EXTRA CURRICULAR ACTIVITIES

- Coordinated a 10-day COVID vaccination drive for about 20 senior citizens per day with the Rotary Club - Rajmahal Vilas Bangalore. (March 2021)
- Participated in surveillance activities and data collection for the Vande Bharat Foundation, documenting rural challenges like power-cuts, inconsistent water supply etc. (February 2020)
- Organized an e-waste collection drive for recycling and reuse, raising awareness about environmental sustainability, collected 3 kg of E-waste from each student that participated. (November 2019)
- Facilitated an Agro Drive with the Rotaract Club, promoting environmental care during COVID lockdown by growing and caring for a sapling at home. (August 2020)