

# Pooja Gandhi Muddada

Poojagandhi1395@gmail.com ❖ +919032815129 ❖ Visakhapatnam, India

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## WORK EXPERIENCE

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### Government of Andhra Pradesh, Anakapalle

April.2024 – Present

#### *Social Media and Design Co-Ordinator*

- Social Media manager for **Government of Andhra Pradesh, Anakapalle** under **ECI** (Election commission of India) -**Lok Sabha Elections 2024**.
- Design Co-Ordinator for **X** (former twitter) handle of District administration for Anakapalle district.
- Developed and implemented comprehensive **social media strategies** to increase the district's online presence and engagement during Election period by 30%.
- Generated engaging multimedia content, comprising 50+ graphics, 20 videos, and 100+ written posts, to effectively convey district initiatives, events, and achievements, resulting in a 20% increase in online engagement and community participation.
- Analyzed key metrics and performance indicators to evaluate the effectiveness of social media campaigns and adjust strategies as needed.

### Government of Andhra Pradesh, Anakapalle

April 2023 –August 2023

#### *Design Co-Ordinator SHG-Women, Etikoppaka Toys*

- Oversaw the design and set up online selling platform with **Amazon karigar** for **Self Help Group women**.
- Build **Amazon inventory** and liaising with team and undertook the package design process resulting in a 50% increase in market reach and a 40% growth in sales.
- Managed the building of inventory, oversaw the listing of 100+ products to ensure optimal visibility and customer engagement.
- Collaborated with artisans, craftsmen, and designers to come forth with new toy designs while preserving the authenticity and cultural significance of Etikoppaka craftsmanship.

#### *Design Co-Ordinator for Bio-Degradable Sanitary pads*

- Executed **marketing strategies** to advocate biodegradable sanitary pads as a sustainable and socially responsible choice for women in rural areas including crafting 3 unique promotional campaigns, engaging with 5 rural communities directly, and distributing informational materials to 10 local women's groups.
- Created marketing materials and campaigns tailored to the cultural and linguistic preferences of target communities resulting in a 10% increase in market penetration within rural communities.
- Conducted **educational workshops** and **training sessions** to empower women with knowledge and skills related to menstrual health and sustainable hygiene practices.

#### *Design Co-Ordinator for Millet Nutrition*

- Designed at least 3 visually appealing logos, create 2 branding concepts, and develop 5 packaging designs for millet-based products produced by self-help group women.
- Formulated educational materials and conducted workshops, reaching over 500+ individuals and raising awareness about the health benefits of millets.
- Designed packaging solutions that are cost-effective, eco-friendly, and culturally appropriate for millet-based products.

#### *Design Co-Ordinator for Organic Jaggery Sweets*

- Put in place new packaging designs that effectively communicated the natural, organic, and artisanal qualities of products, utilizing eco-friendly materials and traditional artwork.
- Charted packaging for organic Jaggery sweets, contributing to a 25% increase in shelf appeal and customer interest.

## Cottage core daies – Online E-commerce

July 2021 - Present

### Founder

- Tailored designs crafted with meticulous attention to detail, culminating in over 500 unique pieces meticulously handcrafted to capture the essence of rustic charm and nostalgia.
- Original paintings inspired by the beauty of nature and simplicity, with over 200 pieces created to date.
- Thoughtfully curated gifts for special occasions, with over 100 personalized creations delivered, providing a heartfelt expression of love and appreciation.

## EDUCATION

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### IIM VISAKHAPATNAM

FEB 2024 - Present

#### *Certified Course on Project Management*

- Advanced Project Management course in Indian institute of Management.
- An expertise of level of project management of vital knowledge and enhanced proficiency.

### GITAM UNIVERSITY VISAKHAPATNAM

Graduated 2019

#### *B. Tech - Computer science engineering*

- Project on designing a website with intuitive user interface and responsive design.
- Business development Manager for AIESEC Organization.

## CERTIFICATIONS, SKILLS & INTERESTS

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- **Certifications:** Government of Andhra Pradesh internship certificates.
- **Skills:** Strategic planning; Team work and collaboration; discerning and evaluative; Organization and Prioritizing; Team building; Active listening; Design illustration; Analytics and reporting.