

Avinash Kuduvalli

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avinashkuduvalli.com

Digital marketer, designer and business development junkie from India, currently based in Singapore. Work with small businesses, NGOs and publishers on business development, design and marketing. Passionate and easily excitable, always looking for a challenge.

Head to avinashkuduvalli.com for more.

2012 – PRESENT

FREELANCE DESIGNER & DIGITAL MARKETER

SEPTEMBER 2014 – APRIL 2015

Assistant Manager - Marketing

HARPERCOLLINS PUBLISHERS INDIA

DECEMBER 2012 – AUGUST 2014

Business Development, Marketing and Design

ZUBAAN

MAY 2013 – SEPTEMBER 2013

Online Presence and Outreach

KHOJ INTERNATIONAL ARTISTS' ASSOCIATION

PROFICIENCIES

Design

- Web and mobile UI design.
- UX design with an emphasis on simplicity and usability, both online and offline and based on user research.
- User Research to help define both business and design goals.
- Branding and logo design.
- Graphic design for the web and print.
- **TOOLS:** *Sketch, Photoshop, Indesign, Google Analytics, SurveyMonkey and PtEngine.*

Web Development

- Fluent in *CSS, HTML, Bootstrap, Zurb Ink* (now *Foundation for Emails*) and *Wordpress*.
- Learning *PHP* and *Javascript*.

Digital Marketing

Social Media Marketing, Online Advertising and Email Campaigns

- Quadrupled Zubaan's online presence by giving Zubaan a distinct online personality, curating and sharing content, live-tweeting and managing regular email campaigns.
- Responsible for marketing all HarperCollins imported titles as well as select Indian titles.
- Provided Khoj with the tools it needed to take its online presence to the next level by training existing staff.
- Design and manage email campaigns and social media campaigns for small businesses and nonprofits as a freelancer.

Business Development

- Developed and managed new distribution models at Zubaan for online, offline and overseas sales and negotiated equitable terms.
- Boosted Zubaan's sales by over 15% annually by developing innovative sales platforms and forming new relationships with outside organisations.
- Established partnerships for HarperCollins to generate new avenues for publicity and branding.
- Followed new leads and managed multiple accounts as part of running a freelance design and development practice.

Other Proficiencies

- **Project Management and Efficiency:** Created processes and helped streamline communications at Zubaan, Khoj and HarperCollins. Familiar with Agile development methodologies.
- **Writing:** Wrote marketing and web content for Zubaan and as a freelancer. Researched and wrote business plans for Zubaan and small businesses.
- **Video Production and Editing** (Final Cut Pro): Produced videos for Temple Advertising's *Changeism* campaign (for Indigo Nation) and *Global Connections* (a Dutch magazine for expats).
- **Event Management and Press Co-ordination:** Responsible for marketing, media relations, and event management at Zubaan and HarperCollins