

Uttej Mallela

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Education

- **Sacred Heart University** Fairfield, CT
Master of Science in Digital Marketing *Aug 2024 – Dec 2025*
- **Arena Animation** Bengaluru, India
Bachelor of Animation and VFX *Jul 2018 – Jan 2021*

Skills

- **Digital Marketing & Strategy:** Social Media Marketing, PPC Campaigns, Content Strategy
- **E-commerce Platforms:** Shopify, WordPress
- **Technical Skills:** HTML, CSS basics, Search Engine Marketing (SEM), Google Ads
- **Tools & Analytics:** Google Analytics, Facebook Ads Manager, Canva, Adobe Photoshop, R, SPSS
- **Soft Skills:** Creative Problem-Solving, Project Management, Team Collaboration, Communication

Experience

- **Sacred Heart University** Fairfield, CT
Digital Marketing and Media Graduate Assistant *Jan 2025 – Present*
 - **Website Design and Development:** Collaborated with faculty and staff to create responsive, user-friendly web pages that align with university branding.
 - **Content Creation and Management:** Developed and managed engaging digital content across multiple platforms, ensuring consistent messaging.
 - **Social Media Strategy and Execution:** Implemented targeted social media campaigns to increase brand awareness and enhance student engagement.
 - **General Digital Media Support:** Provided analytics, reporting, and additional support for ongoing digital marketing initiatives.
- **ProChain Technologies** Bengaluru, IN
Digital Marketing Manager *Aug 2021 – Aug 2024*
 - **Website Development:** Led website design and updates for optimal user experience and increased customer engagement.
 - **Ads Management:** Managed cross-platform ad campaigns, optimizing budgets for maximum reach and conversions.
 - **SEO Optimization:** Implemented SEO strategies that improved organic website traffic by fifty percent.
 - **Social Media Growth:** Created content strategies leading to significant growth in social media following.
 - **Improved ROI:** Developed digital marketing campaigns, achieving a two-hundred percent ROI and boosting brand visibility.
 - **E-commerce Management:** Handled online sales channels, driving consistent revenue growth.

Projects

- **Peacestore Clothing Brand** Oct 2022 – Jul 2023
E-commerce
 - **Launch and Revenue:** Launched an e-commerce clothing brand, generating over seventy thousand dollars in revenue within the first year.
 - **Brand Development:** Developed brand identity and messaging to attract the target audience effectively.
 - **Social Media Management:** Managed social media campaigns, significantly increasing brand engagement and followers.
 - **Shopify E-commerce:** Utilized Shopify to set up the online store and streamline sales and inventory processes.
 - **Data-driven Marketing:** Monitored market trends and analytics to create data-driven marketing strategies.
- **Matte Vouge** —
E-commerce
 - **Product Curation and Supplier Optimization:** Selected trending hair straighteners and established robust supplier partnerships to ensure high-quality products and timely delivery.
 - **Brand and Advertising Strategy:** Devised an integrated marketing plan including brand messaging, digital ad campaigns, and influencer collaborations.
 - **Digital Ad Campaigns:** Launched targeted online ad campaigns across social media and search platforms, significantly boosting brand visibility and engagement.
 - **E-commerce and Sales Optimization:** Implemented a streamlined online sales platform with data-driven strategies to maximize conversions and customer satisfaction.

Certificates

- **Digital Marketing Simternship:** 2023