

PRERNA REDAMALLA
Growth Marketing Analyst

San Francisco Bay Area | 925-895-8444 | redamallaprerma@gmail.com
[linkedin.com/in/prernareddyredamalla](https://www.linkedin.com/in/prernareddyredamalla) | my.canva.site

EDUCATION

California State University, East Bay | Hayward, CA | **M.S. Marketing Analytics (STEM)** | May 2026

- **Relevant Coursework:** Marketing Analytics Capstone, Mobile Marketing & AI, Digital Media Analytics, Marketing Data Visualization, Product & Brand Management, Digital Marketing.

ICFAI Foundation for Higher Education | India | **Bachelor of Business Administration** | Aug 2023

WORK EXPERIENCE

California State University, East Bay | Hayward, CA | **Research Assistant** | Sep 2025 – Present

- **Executed** high-growth social strategy generating **20K views** in 30 days and boosted LinkedIn impressions **216%** via **rigorous A/B testing**.
- **Engineered** a viral **growth loop** via a Student Spotlight series, incentivizing organic shares to expand reach and drive a **100% increase** in event attendance.
- **Spearheaded** monthly **cohort analysis** of content messaging, resulting in a **64.4% rise** in LinkedIn reactions and a **50% increase** in reposts by systematically eliminating underperforming formats.
- **Evangelized** data-driven growth insights to department leadership, utilizing **Tableau** and **Google Sheets** to visualize engagement trends and influence future content strategy.

Divami Design Labs | Hyderabad, India | **Marketing Intern** | Jan 2024 – Jul 2024

- **Architected** 120+ targeted prospect lists in Apollo daily, improving list accuracy by **40%** through iterative **SQL** analysis and ICP query refinements in Excel.
- **Streamlined** campaign reporting by building **KPI dashboards** that surfaced real-time performance issues, saving **6 hours per week** in manual data extraction.
- **Collaborated** directly with **Data Management** leads to audit tracking accuracy, ensuring **clean campaign data** for 120+ high-conversion outbound briefs.
- **Partnered** with cross-functional teams to align messaging with behavioral data, ensuring measurable improvement in lead quality over six months.

Little Utopia | Hyderabad, India | **Social Media Marketing Intern** | Aug 2023 – Dec 2023

- **Doubled** Instagram following from **1K to 2K** in 5 months by redesigning the visual aesthetic and implementing a data-backed publishing schedule.
 - **Pioneered** a data-informed email strategy that achieved a **10% open rate** and **5% CTR** by analyzing audience behavior and rewriting copy to match the brand voice.
 - **Maximized** user engagement by testing messaging approaches that generated **2K+ monthly views** and **20+ price inquiries** per post based on iterative engagement analysis.
-

PROJECT EXPERIENCE

The Net Project | Consumer Insights & Growth Campaign - Capstone

- **Led a multi-channel** Google Ads campaign that drove a **300% increase** in app registrations by utilizing AI-assisted copy and iterative audience targeting.
- **Analyzed** behavioral insights from **60+ Reddit threads** and **100+ short-form videos** to design a personalized **omni-channel** strategy for niche segments.

Zendesk | Trial Conversion & Retention Campaign

- **Designed** a 14-day **lifecycle campaign** within **Braze**, utilizing **email and in-app modals** to target 3 distinct user segments to **prevent churn**.
 - **Optimized** the trial-to-paid **retention funnel** for inactive users, projecting a **35% open rate** and **10% reply rate** through A/B tested behavioral triggers.
-

SKILLS & CERTIFICATIONS

- **Analytics:** SQL, Tableau, Looker, Amplitude, GA4, Excel, KPI tracking, Cohort Analysis, Churn & Retention.
- **Platforms:** Braze, Iterable, MoEngage, Segment (CDP), HubSpot, Apollo, Stitch, Census.
- **GTM & Growth:** A/B testing, Lifecycle Marketing, Funnel Optimization, Growth Loops, Omni-channel Strategy.
- **Certifications:** Google Ads Measurement, Google Analytics, HubSpot SEO, Tableau.