

# PRERNA REDAMALLA

Growth Strategy & Analytics

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## EDUCATION

California State University, East Bay | M.S. Marketing Analytics (STEM)

Hayward, CA | May 2026

ICFAI Foundation for Higher Education | Bachelor of Business Administration

India | Aug 2023

## WORK EXPERIENCE

Research Assistant | California State University, East Bay

Hayward, CA | Sep 2025 – May 2026

- Grew LinkedIn impressions **216%** and generated **20K views in 30 days** by A/B testing content formats and doubling down on what worked.
- Built a UTM tracking system in Google Sheets and GA4 to map multi-channel traffic to event registrations; found Instagram drove **2x higher attendance** than LinkedIn and shifted promotional spend accordingly.
- Ran monthly cohort analysis of content messaging, lifting LinkedIn reactions **64.4%** and reposts **50%** by cutting underperforming formats.
- Presented engagement trends to department leadership in Tableau and Google Sheets, shaping the following semester's content strategy.

Marketing Intern | Divami Design Labs

Hyderabad, India | Jan 2024 – Jul 2024

- Built **120+ targeted prospect lists** in Apollo as sales enablement assets, improving list accuracy **40%** through iterative SQL analysis and ICP query refinement in Excel.
- Created KPI dashboards that surfaced campaign performance issues in real time, saving **6 hours per week** of manual data extraction.
- Audited tracking accuracy with data management leads to keep campaign data clean across **120+ outbound briefs**.
- Worked with cross-functional teams to align messaging with behavioral data, improving lead quality over six months.

Social Media Marketing Intern | Little Uthopia

Hyderabad, India | Aug 2023 – Dec 2023

- Doubled Instagram following from **1K to 2K in 5 months** by redesigning the visual identity and moving to a data-backed publishing schedule.
- Rewrote email copy to match brand voice based on audience behavior analysis, reaching a **5% click-through rate**.

## PROJECT EXPERIENCE

The Net Project | Consumer Insights & Growth Campaign (Capstone)

- Led a multi-channel Google Ads campaign driving a **300% increase in app registrations** through AI-assisted copy and iterative audience targeting.
- Analyzed **60+ Reddit threads** and **100+ short-form videos** to design an omni-channel strategy for niche audience segments.

Zendesk Trial Conversion & Retention Campaign (Graduate Project)

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

## SKILLS & CERTIFICATIONS

**Analytics:** SQL, Python, Tableau, Looker, Amplitude, GA4, Excel, KPI Tracking, Cohort Analysis, Churn & Retention, CAC, LTV

**Platforms:** Braze, Iterable, MoEngage, Segment (CDP), HubSpot, Marketo, Salesforce, Apollo

**GTM & Growth:** A/B Testing, Multi-Channel Attribution, Lifecycle Marketing, Funnel Optimization, Growth Loops, Omni-Channel Strategy

**Tools:** Canva, Figma, Lovable, Claude, Gemini, Vibe Coding

**Certifications:** Google Ads Measurement, Google Analytics, HubSpot SEO, Tableau