

## Contact

+919007964170 (Mobile)  
anilkumarp.nlg@gmail.com

www.linkedin.com/in/value4money  
(LinkedIn)  
efficaci.us (Company)

## Top Skills

SEO  
Semantic SEO  
SMO

## Languages

Hindi (Native or Bilingual)  
Telugu (Native or Bilingual)  
English (Native or Bilingual)  
Bengali (Limited Working)

# Anil Kumar Pammidimukkala

Founder, Rainmaker @ Efficaci | Entrepreneur | Digital Marketer |  
Writer | Altruist | Movie Buff | Chef | Influencer  
Hyderabad, Telangana, India

## Summary

Techno-marketer for over 20 years (34 years of cumulative IT experience) in the digital marketing space, I offer immense value to marketing clients. The marketing space gets complicated by the day, and I strictly adhere to best and white-hat practices prescribed for domain-related #branding, #webdevelopment, #SEO, various #socialmediamarketing platforms, #searchenginemarketing, #emailmarketing, #contentmarketing, and #videomarketing. I do not believe in gaming the process.

As the CMO at efficaci, AI powerhouse, and digital marketing agency, I bring to the table, my experience in technology and digital marketing, to my clients with the use of Artificial Intelligence-based apps. At efficaci, I envision a plethora of new and revolutionary marketing concepts that are possible only with the use of AI. In that direction, we have an in-house team that is working on an AI digital marketing app to empower businesses to deal with their own marketing function and render agencies extinct. As a subject matter expert, I consult and head the entire function.

Presently, at #efficaci, our core strength is content creation, strategy, and execution of content marketing in addition to all other marketing functions. We decided to strategise ourselves around content because it is the life-blood of digital marketing and AI has not matured to create content on the basis of vision, mission, tone, and other intangibles, and it will not in the near future. Keywords are not the complete game.

Talk to me anytime about anything on digital marketing or Artificial Intelligence. I will be extremely happy to help.

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## Experience

## efficaci

### Founder & Rainmaker

October 2018 - Present (3 years 11 months)

Hyderabad

Efficaci is a shiny, brand new startup from Precipio Technologies Private Limited, that will bridge business process gaps with Artificial Intelligence and Machine Learning apps. Presently in alpha, these apps will be game-changers in the coming decade. Given the perception that AI is a high-tech, unknown equation in the business-world, my challenge will be to change that perception to market them as user-friendly and business process boosters.

## Charista Foundation

### Managing Trustee & Altruist

January 2021 - Present (1 year 8 months)

Hyderabad, Telangana, India

Working for Aged, Arts & Culture, Artisans & a Greener planet

## Personal

### Startup Mentor & Driver

October 2015 - Present (6 years 11 months)

Hyderabad

As a consultant to new businesses and entrepreneurs who want to take up the challenge of establishing and growing a business, I help them with processes, planning, creating and implementing business plans and offer web consultancy and marketing consultancy to take them forward. I would like to share the entire 3 decades of life and professional experience with my fellow entrepreneurs to help them achieve their goals with forthright passion. I have been mentoring startups coming out of various IITs and IIMs and it has been a satisfying journey.

I am available at [akp.pammi@gmail.com](mailto:akp.pammi@gmail.com)

## Agile CRM

### Director Marketing

October 2017 - October 2018 (1 year 1 month)

Hyderabad Area, India

Agile CRM is an exciting and fast-paced startup in the CRM space. It offers the only affordable CRM product in the niche that comes with Sales Enablement, Marketing Automation, and Service Automation bundled into a cadence.

The data flow and third-party integrations are excellent and the product is highly scalable with a pay-as-you-go price structure. I think it is a fantastic value-add in the SMB space, especially so if a growing business is in product/service sales, marketing, and support.

## Etradex

VP - Global Marketing

April 2014 - October 2017 (3 years 7 months)

Hyderabad

A group company that comprises of Online Marketing, Content Marketing, Web consultancy, design, web development and eCommerce deliverance.

Online marketing - Brand development, web site traffic growth, web site UI and advertising revenue. Developed brand content strategy and analytics. - [www.learn-digital-marketing.com](http://www.learn-digital-marketing.com)

Content Marketing - Strategic content consulting, including start-up business plans & domain monetization development. Advising new online businesses on website structuring, content, search engine optimization, online marketing and development including payment gateway integration. - [www.contentopus.com](http://www.contentopus.com)

eCommerce deliverance - Building an eCommerce portal exclusively for Indian hand-loom and handicrafts - [www.handworks.in](http://www.handworks.in)

Passion - Give onsite and offsite lectures, fully customized corporate training in website usage, digital marketing and its integrated deliverance technologies viz. Advertising, SEO, brand building etc.

## WLC College India Ltd.

Program Manager - Ability Creation

April 2013 - March 2014 (1 year)

Noida Area, India

Responsibilities in this profile include logistic and ability creation support for over 13 campuses across India. Additionally, enhancing the lead-based Digital Marketing efforts of the company that spreads over 20 websites [divided as per professions and sub-professions] in various subjective niches are my responsibility. I am currently re-planning the online marketing efforts of the organization to bring it up on search engines, not to mention their online advertising including Adwords/Facebook adverts and other search engine marketing efforts. Keeping the Digital Marketing academic material of the

company up-to-date, making students complete the assignments and training them to become digital marketing professionals [including customized training and interviewing] in an industry-relevant manner are my added key result areas. I also undertake corporate training sessions for digital marketing as a part of the job.

I have also been a consultant and trainer to WLC College India Limited from April 2012.

### Fusion BPO Services

Operations Head - SEO [Global]

September 2011 - March 2013 (1 year 7 months)

Kolkata

The title says it all....

### value4money

Webmaster

September 2006 - September 2011 (5 years 1 month)

Managed the website and helped publishing and categorise

### SEO Copywriting Online

CEO

September 2005 - September 2011 (6 years 1 month)

I swept the floors and got payments from clients... a thorough vertical integration I would say..!

### INTRIGUE

RM

October 1999 - August 2005 (5 years 11 months)

Looked after marketing and sales for Eastern India

### Computer Point Ltd

Manager Logistics - Eastern region

1990 - 1993 (3 years)

Managed 27 centers in Eastern India with marketing and logistics responsibility

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## Education

National Institute of Information Technology

PGDSM, Unix & C · (1988 - 1990)

Institute of Modern Management

PGDMBA, International Marketing · (1989 - 1990)

Andhra University

B.Com, Accounts, Statistics etc. · (1985 - 1988)

Hindi (Birla) High School, Kolkata

Class XI & XII, Pure Science & Mathematics · (1983 - 1985)

Bhartiya Vidya Bhavan Public School, Hyderabad

Class X, All · (1980 - 1983)