

Anil Kumar Pammidimukkala

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Date of Birth: 10th December 1968

Domain: Digital Marketing/Startup Mentoring/Entrepreneurship/Stock Trading/Charity Management

Objectives

Mission: My mission is to share my digital marketing experience through consulting. Since this leaves me more time to pursue my dreams and goals. I intend to divide my time saved between stock trading (Life is expensive) and pursuing my social initiatives through Charista Foundation. My strong skill-set includes team building, organization, project execution abilities, entrepreneurial mindset, and soft-aggressive disposition will be ideal to pursue the above objectives..

Vision: To align skills with long-term goals on a dynamic foundation and contribute to the growth of a lean, innovative, and self-learning business and society.

Awards

2024: Honoris Causa - Doctor of Philosophy in Digital Marketing [KUSLS20220143297]
2025: Honoris Causa - Doctorate in Alternative Medicine [WDU20242506748]

Professional Training

1988-1990: Completed PG Diploma in Management & Business Administration from IMM, Kolkata.
Grade achieved – Distinction.
1986–1988: Completed a postgraduate diploma in systems management from NIIT, Kolkata.
Grade achieved – Distinction, topped the batch.

Basic Education

1985–1988: Bachelor's Degree in Commerce (B.Com [H]) from Andhra University, Vishakhapatnam.
Majored in Economics and Accountancy.
Grade achieved – First Class.
1983–1988: 10+2 from Hindi high School (presently Birla High School), Kolkata Majored in all sciences (mathematics, physics, chemistry & biology).
Grade achieved – Distinction.

Social Profiles

LinkedIn - <https://www.linkedin.com/in/value4money/>
FaceBook - <https://www.facebook.com/value4money>
X - <https://x.com/AkPammi>
Instagram - <https://www.instagram.com/value.in.life/>

Professional Experience

In addition to the corporates I have worked with, I have been an independent digital marketing consultant and a startup mentor/trainer since September 2005. This involves consulting, offering digital marketing services across the globe, acquiring customers, and executing projects across various domains for clients primarily based out of the USA, the UK, Europe, Australia, and New Zealand.

My long startup mentoring experience has seen many new businesses achieve accelerated and organized growth.

My social entrepreneurship skills and stock trading are a result of my passion to work for the betterment of the society and mathematical acumen.

Present

November 2018 – Present – CMO – Efficaci [A brand of Precipio Technologies Private Limited]

Efficaci is a niche startup that looks to integrate artificial intelligence with digital marketing processes. The result will be a cloud-based application on a subscription model that will help marketers work more effectively and efficiently. Since the details are governed by an NDA, I cannot disclose too many details here.

My role is to guide the development process to a successful completion based on my long digital marketing experience. In addition to this, I work to gain customers for Efficaci's digital marketing services and help in execution.

January 2021 – Present – Managing Trustee - Charista Foundation (An 80G/CSR compliant trust)

Charista Foundation is a social organisation that has objectives of

- * Enhancing elder lives by providing psychological care.
- * Encourage underdog artists by providing opportunities.
- * Help artisans through new technologies and designs to enhance products and market them.
- * Say no to plastic

I add value to Charista Foundation in my role as a managing trustee by marketing, collating events, arrange financing through donations and contributions. The role involves a lot of travel between Hyderabad and Bangalore.

January 2024 – Present – Stock Trading

This role is to prepare for my retirement and make money to help achieve my dreams and contribute to Charista Foundation.

Past

October 2017–October 2018 – Director [Marketing] – Agile CRM

Agile CRM is an all-in-one CRM for growing businesses and offers integrated sales enablement, marketing automation, and automated service ticketing CRM that is inexpensive and easy to use. It comes with 50+ popular app integrations like Google Apps, RingCentral, LinkedIn, and many others.

Though this is not my first exposure to marketing cloud-based SaaS applications, it is a challenge that I

have willingly taken up since it involves mentoring to a certain extent, considering that the business is only 3 years old. Over 200,000 users and 13,000 businesses make it popular yet on a learning curve. The marketing team consists of 14 resources supported by 36 sales MDR/SDRs. We convert very well, and Agile CRM is on a journey to glory with the teams overachieving at 150% month on month.

September 2005–September 2017 - CEO - Etradex

Etradex was the pioneering venture that brought digital marketing to India when it was at a very nascent stage. At Etradex, we have fully aligned vertical services for all DM services, right from creating web applications, ecommerce portals, blogs etc., and creating useful and relevant content for them as well as for marketing, SEO, SMM, SEM and press release marketing. We, over the years have served over 800 clients from across the globe. We also offer an ROI or lead based content marketing solutions to online businesses across the globe and work in close tandem with them to achieve their conversion growth targets. My responsibilities include drawing content strategy maps, getting client approvals, execution, and analytic analysis for client reporting. I am also responsible for attracting new clients, studying their domains, and creating content strategy roadmaps. Presently dealing and executing content marketing strategies for 18 clients.

In the startup niche, I am mentoring 5 entrepreneurs at various stages on a weekly basis. I assess their business plans, create and recommend marketing strategies and ensure that they are executed week-on-week.

April 2013 – June 2014 – PM – Digital Marketing – WLC College India Limited [Contract]

Responsibilities 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. The initiative included SEO, SEM, ORM and paid on-line marketing practices including Ad words/ Facebook adverts and other display networks.

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 scenario are my added key result areas. I also undertake corporate training sessions for digital marketing.

I am also a member of the process evaluation committee and have been working on evolving and bettering the internal processes of the organization that encompasses three schools – School of Business, School of Fashion, and School of Design. I have also been a consultant and trainer to WLC College India Limited from April 2012.

During my tenure here, I have conducted startup networking meeting for students who wanted to go into business or continue in their family businesses. Seven of them have launched their own businesses and I am presently mentoring 3 of them on a weekly basis.

September 2011 – March 2013 - Head (Global) – SEO, Fusion BPO Services [Contract]

As a member of the core marketing team at Fusion BPO Services my responsibilities included smooth running of SEO projects for clients across the globe as well as some verticals owned by the company. In addition, I was also responsible for new initiatives of the company and was a key member of the internal future marketing policy committee.

My responsibilities at Fusion included guidance and training for the entire SEO team (50+ members), fixing independent and group targets, counseling to achieve the same and hiring/ firing. In addition to

this, I was also responsible for the ORM segment offered for external clients. This vertical had a dozen clients. Although, ORM practice was not target based, it needed the best efforts to keep the reputation clean.

Projects handled – fusionbposervices.com, myhomesecuritysolutions.com [ADT], group of Dish TV websites, mytechsupportstore.com, southbeachsmoke.com and many others in the personal loans, finance, technical support, and entertainment niche.

My target was to achieve a balanced growth in the DM sector for Fusion and make it a \$3,000,000 business by 2015. Achieved a turnover of \$1,753,250 for FY 2012-2013.

During my tenure here, I have single-handedly built the DM business as a profit-centre that included hiring, training and mentoring the entire team.

September 2005 – August 2011 - SEO Head, SCO [Contract]

My position with SCO (SEO Copywriting Online) has been multidimensional and I evolved as an entrepreneur. It was very fulfilling in addition to being a highly satisfying learning curve. My role as the SEO head came with many responsibilities that include but are not limited to

- a. Team building – Spotting and hiring new people to train as Internet marketing experts or SEO writers. I lead a team with 20 Internet marketers and 18 content writers.
- b. Marketing – Marketing SEO and writing services to clients across the globe, mainly in US, UK, Europe and Australia.
- c. Negotiation and discussion – Negotiating project costs and terms with clients and discussing the project to make sure that the objectives are on the same plane.
- d. Execution – Execution of negotiated projects and make sure that the time-lines are followed stringently by co-operating between various aspects of Internet marketing professionals and integrating the results.
- e. Reporting – Client reporting (daily or weekly as required) as well as management reporting (daily) for various projects.
- f. Training – training personnel in various aspects of Internet marketing (link building, advertising, submissions, posting etc.) and article/content writing (academic, research, keyword usage, keyword research/placement, para-phrasing, visitor profiling etc.).

October 1999 - August 2005 - Regional Manager, Intrigue

My position at Intrigue involved a plethora of responsibilities, and was mainly directed towards achieving sales targets in Eastern India. The product line included various computer accessories in addition to customized and branded personal computers. The job responsibilities included

- a. Negotiation: Negotiation with clients (dealers and retailers) in the eastern region and Bangladesh for pricing (volume as well as retail).
- b. Team: Chalking out result-oriented marketing plans and executing them through a team of 28 professionals by motivating and orienting them towards their objectives.
- c. Logistics: This job also gave me full control and handling product logistics on purchase as well as sales

ends. This included chalking out purchase plans by analyzing the past sales trends and predicting future technology trends.

May 1993 - September 1999 - Sales Manager, Cybernetix

This position at Cybernetix was unique and gave me much wanted training and technical exposure that was necessary to drive my career. During my tenure here, I was responsible for sales of application software (included titles from Microsoft, Corel, Adobe, Norton and a lot of other brands) through a network of dealers and retailers. With a team of 12 sales personnel, the focus here was on volume licensing and corporate sales. The tenure at Cybernetix made sure that I was trained by the best companies in the software industry for selling their products with a technology focus.

January 1990 - April 1993 - Head, Logistics & Support, Computer Point

Managed 27 branches and a team of 130+ executives, my term at Computer Point was an exposure to entrepreneurship at its best. Spread over all of Eastern India, my responsibilities included setting up branches from scratch and bringing them to 100% ROI in 18 months. Each of the branches was a challenge in itself since it catered to a different market and needed customized marketing efforts. With a core team of 7 based in Kolkata, we as a team had redefined Computer Education during this period which was the fastest period of growth for the organization amidst fierce competition.

March 1999 – December 1999 - Technical Executive, IDM

This was a temporary assignment taken up by me to market RoboCAD products in India. Based in Kolkata, I was responsible for marketing as well as technical presentation of yet-unheard-of products that included GIS, CAD and Automated production modules. Since the niche was new and the assignment short, we had only succeeded at increasing awareness of such products and the results in terms of sales was only a trickle.

April 1988 – February 1989 - Trainee Executive, Lovelock & Lewes

As a fresh new candidate just out of college, this short-term assignment at Lovelock and Lewes gave me an insight into corporate structure, hierarchies and work culture. My job here was to assess the market for Motorola CODEX Modems & Multiplexers by talking to IT managers across the local corporate skyline. Again, these products were not heard of in a no-Internet world and I had the privilege of being trained by Motorola executives.

Specialist Experience & Skills

Communication: My communication skills are excellent since I have a lot of experience in interacting with clients from US, UK, Canada, Europe and Australia for SEO and related digital marketing process marketing and other required purposes to assimilate information and complete their projects to generate revenue.

Problem Solving: Problem solving has been a habit and hobby for me since the very beginning of my education. I always take on an unsolved problem as a challenge and have the temperament to lead it to a logical solution. Many of the projects that I undertake on my current job profile (SEO) are unique to each client and in my experience; there has been no problem that has gone unresolved.

Team Work: In my work experience of over 25 years, I have always relied on teamwork and proper coordination to achieve objectives punctually and perfectly. As I have been an SEO professional for over 6 years, it is imperative to understand that team work is the only winning combination for success.

Organisation: Organisation being the backbone of any and every profession, I attribute my professional success to this skill. From organising life to organising a small project, this skill has a big role to play in everyone's lives.

IT Skills

- Hardware (Diagnosis & Troubleshooting)

10 years (approx) experience in assembly and troubleshooting of IBM-PC's and Clones. 3 years (approx) experience in troubleshooting of Apple Macintosh.

6 years (approx) experience in assembly and troubleshooting of SUN Solaris systems, SPARC Workstations, IBM RISC servers and COMPAQ server range.

Software

Operating Systems: MS-DOS, UNIX, LINUX, WINDOWS ('95 to Server 2008), MAC OS 9.X Programming Languages: COBOL, FoxPro, Clipper, and ANSI C on UNIX. Little experience of HTML, PHP, Python, CSS, RoR, Ajax programming.

Databases: Dbase, FoxPro, MySQL, MS-SQL. Superficial experience (still learning) on Mobile platforms - Android, Symbian and development of platform independent RIA (Rich Internet Applications). Expert at CMS – WordPress, Joomla, Drupal.

SEO Experience

SEO tools (SERP Rank tools, Alexa, WebCEO and others), Google Analytics, Directory submissions, Article submissions, PR submissions, generic link building, PR enhancing tools, Search engine submissions, Search algorithms, On-page SEO factors and adjustments, Off-page SEO, Keyword research, Keyword research tools, LSI (Latent Semantic Indexing), Social media marketing, social media optimization, HTML tagging and social media application design. Added to this my consultancy and online marketing strategy skills are at par with global gurus.

Training experience

12 years (approx) experience of Corporate and class room training experience in all MS Operating Systems, Ms-Office, DBMS, SQL, Server Administration, C language, UNIX and LINUX, Digital Marketing, SEO and technical topics and modules as required by clients. 2 years of life-skills, vocational skills training experience for retired Indian Army personnel

Personal traits

Tenacity, perseverance, acute focus, objective and logical approach to any project with SWOT and analytical techniques.

Languages

Spoken Fluently – English, Hindi, Telugu, Bengali Read/Write & Native - English, Hindi, Telugu

Activities/Interests

Being curious by nature, I have an inherent affinity to the Internet and am forever reading and learning about new verticals. This habit helps me with my professional responsibilities since I aim to glean the most of what I am doing and gives me a more holistic viewpoint.

My other interests are reading fiction, watching movies (old classics), cooking, classical music and playing with children. These habits of mine are relaxing and help me enhance my knowledge in general. They have helped me gain experience in translating fiction to fact.

My outdoor activities include passionate driving, fishing, and walking. I am looking forward to add sky-diving to the list but am yet to find an opportunity to do so. These activities help me wind down and motivate me for taking calculated risks, which in my opinion is a very important managerial quality required to succeed in profession as well as life.

Professional Regards

Anil Kumar Pammidimukkala

Dated: