



## NAVEEN KUMAR DUPAKUNTLA

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### SUMMARY

An ambitious and go getting natured individual possessing an ever ready psyche of mind to pursue new technologies in the domain of Marketing. His fascination towards marketing probed him to opt for **MBA with marketing** as major and the same interest cued him to become an expert in **Digital Marketing**.

### HIGHLIGHTS

- ✓ Profound knowledge on **GENERAL MARKETING CONCEPTS**.
- ✓ Worked in Sales Department as a Manager in Coromandel International Ltd.,
- ✓ Working as an Associate Professor & **Head of the Department** in Sri Vasavi Engineering College, Tadepalligudem.
- ✓ Meticulously skilled in training students in various areas of Marketing.
- ✓ Good Knowledge on **DIGITAL MARKETING TOOLS LIKE 'SEO' & 'ADWORDS'**
- ✓ Designed various **SOFT SKILLS TRAINING** assignments and class room activities for Engineering and MBA students.
- ✓ Outstanding ability to manage and complete multiple training assignments, in a timely manner.

### WORK LOCATION AND DESIGNATION

Designation: **Assistant Professor & HOD**

Organization: Sri Vasavi Engineering College

Duration: 14<sup>th</sup> September, 2009 – till date.

## **JOB RESPONSIBILITIES**

### Primary Responsibilities

- As a Head of the department, He has to ensure the highest levels of quality, integrity and ethics in all the tasks undertaken by the department.
- Responsible and accountable for setting and advancing academic strategy of the department in line with faculty and college plans and directions.
- Create and exploit new opportunities for knowledge transfer in order to improve the skill set of students.
- Ensure that the college rules and regulations are implemented.
- Impart training on marketing to MBA students
- Ensure the maintenance of proper discipline among students.
- Impart training to the students of Engineering related to Soft Skills to make them ready for campus placements.
- Organizing various Business related activities to MBA students to make them aware of business practices and to introduce existing business models of various companies.

### Secondary Responsibilities

- Ensure all staff has access to the necessary support to enable them to contribute fully.
- Provide special assistance to candidates whose performance is mediocre
- Motivate candidates to enhance their performance.
- To promote an enthusiasm for academic study.
- To develop plans for future improvements of departmental facilities.

## **EDUCATIONAL QUALIFICATIONS**

- ✓ Pursuing Ph.D. at Acharya Nagarjuna University (On Social Media Influencers)
- ✓ Completed a **Course on “DIGITAL MARKETING”** in the year 2017.
- ✓ Master’s degree in Business Administration from Andhra University in the year 2009.
- ✓ Bachelor’s degree in Sciences from Andhra University in the year 2007.

## **EXPERIENCE DETAILS**

- Worked as a Retail Sales Manager in Coromandel International (P) Ltd., for a short span.
- Working as an Associate Professor in the Department of MBA, Sri Vasavi Engineering College, Tadepalligudem from 2009 till date.

## **PROFESSIONAL DEVELOPMENT**

- Done a research on the applicability of online marketing in the present day world for business success.
- Presented and Published papers on 'Consumer Response towards online ads' in various conferences.
- Did a massive course in '**DIGITAL MARKETING**' and **successfully running a website**.

## **PROFESSIONAL ACHIEVEMENTS**

- ✓ Qualified in **University Grants commission-National Eligibility Test** for eligibility to Lectureship in government colleges and Universities.
- ✓ Qualified in **Andhra Pradesh - State level eligibility test** for eligibility as lecturer in the colleges and universities of Andhra Pradesh.

## **COMPETENCIES & INTERESTS**

**Functional Ability:** Quick grasping psyche of mind and a deterministic personality to accept challenges and to be adventuresome.

**Linguistic Ability:** Able to communicate in two languages English and Telugu.

**Conceptual Ability:** I feel it is being my area of interest and my desired career pursuit I found it would be more comfortable journey with abundant conceptual knowledge as per the demand of the organization and position as well.