

Raju Mudireddy

Marketing • Branding • Programs

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PROFESSIONAL SUMMARY

Program, marketing and partnerships professional with 10+ years across marketing, communications, startup ecosystems and program management. Grew from Social Media Associate to Assistant Manager – Media & Communications over nearly six years at Deshpande Startups, then held B2B marketing roles in SaaS, Industry 4.0, edtech and urban mobility. Most recently Program Manager at Krishikalpa Foundation, managing the Yuva Entrepreneurship Program (3,000+ students) and FPO market-linkage partnerships. Strong at taking initiatives from plan to delivery: coordinating partners and stakeholders, running campaigns and events, and reporting results clearly.

CORE COMPETENCIES

Program Management: program delivery, stakeholder coordination, execution, reporting, cross-functional collaboration

Community & Ecosystem: community building, startup scouting, founder engagement, college ecosystems, government partnerships

Operations & Execution: process improvement, project coordination, event execution, team coordination

Strategic Marketing: brand strategy, B2B/B2C campaigns, digital marketing, communications, content

Growth & Partnerships: strategic partnerships, outreach, business development, ecosystem development

Communication & Creative: presentations, storytelling, social media, graphic design, newsletters, campaigns

PROFESSIONAL EXPERIENCE

Program Manager • Krishikalpa Foundation, Hyderabad / Siddipet

Jan 2025 – May 2026

- **Yuva Entrepreneurship Program** (associated with the Government of Telangana): managed a program for students mostly from tier-2 cities, reaching 3,000+ students across 4 colleges through 50+ workshops, knowledge sessions, events and exposure visits to hubs like T-Hub and AgHub.
- Identified students with entrepreneurial potential, connected them with entrepreneurs, mentors and ecosystem players, and coordinated colleges and stakeholders.
- Tracked program activity and prepared monthly and annual reports for submission to the Government of Telangana.
- **FPO market linkages:** set up direct linkages between FPOs and institutional buyers, helping partner FPOs grow turnover 2–3x; coordinated the supply of ~200 MT of produce.
- Introduced 20+ agri-startups to FPOs and facilitated 10+ collaborations on IoT and digital tools; organised and facilitated 80+ mentorship and leadership sessions for FPO CEOs and board members.
- Handled program communications and coordination with the District Collectorate and other government stakeholders.

Marketing Manager • WhistleDrive Pvt. Ltd.

Jan 2024 – Oct 2024

- Ran marketing for an urban mobility startup across social media, email and event branding, supporting B2B and B2C customer acquisition.
- Developed sales decks and pitch materials for conversations with commercial customers.
- Represented the company at major industry events, managing end-to-end branding and lead generation.
- Coordinated cross-functional execution between marketing and operations to support business priorities and partner-facing requirements.

Marketing Manager · LinkEZ (acquired by BlueArcus as Entrace.AI)

Jan 2023 – Nov 2023

- Created pitch decks and sales materials for Industry 4.0 solutions, helping the sales team engage large manufacturing units.
- Developed B2B customer acquisition programs, exploring new marketing channels to educate industrial clients on the value proposition of smart manufacturing services.
- Managed end-to-end event branding and presence for major industry exhibitions, designing stalls and promotional materials for lead generation.
- Used analytics to track B2B user behaviour and find improvements in the acquisition funnel.

Media & Communication Manager · Gamify Edutech (by IACE)

Aug 2022 – Dec 2022

- Worked on a pilot to bring gamification into learning at a government-job coaching institute, aimed at increasing student engagement.
- Managed communication workflows and digital content distribution, coordinating between technical teams and educational stakeholders to validate the gamification model.
- Produced specialized digital communication materials to strengthen audience engagement and visibility for the new learning initiatives.

Team Lead – Marketing · Mantra Technologies (now Mantra Group)

Dec 2021 – Aug 2022

- Led a cross-functional team of 8 members to execute Go-To-Market (GTM) strategies for 6 distinct SaaS products, coordinating delivery across SEO, digital campaigns, and conversion initiatives.
- Managed full-funnel marketing operations, utilizing email campaigns and website optimization to drive user acquisition and improve the digital footprint of the SaaS portfolio.
- Oversaw website and on-page SEO work to improve search visibility and lead quality.

Manager – Social Media & Communications · Krishikalpa

Sep 2021 – Nov 2021

- Developed B2B partnerships with agricultural stakeholders and Farmer Producer Organizations (FPOs), coordinating ecosystem engagement and stakeholder communications.
- Conducted market research and analyzed campaign performance to identify opportunities and align activities with industry KPIs.
- Designed visual communication materials and social media creatives to drive community outreach and partner engagement across agricultural ecosystems.

Social Media Associate → Assistant Manager – Media & Communications · Deshpande Startups, Hubballi

Oct 2015 – Aug 2021

- Joined as Social Media Associate and grew into Assistant Manager – Media & Communications.
- Built and managed the organisation's digital brand and multi-channel communications: social media, email campaigns, newsletters and mass mailers.
- Scouted ~1,000 leads for incubation and startup programs; ran lead generation for flagship events, bringing in 50–500+ leads per campaign.
- Managed digital marketing for Startup Dialogue (400+ entrepreneurs, 50+ mentors) and communications for Development Dialogue (2017–2019, 300+ nonprofits).
- Organised and supported hundreds of startup engagement activities, events, conferences and pitching sessions, and worked with thousands of students through entrepreneurship and community programs.
- Produced much of the graphic design, photography, event branding and content hands-on; supported early-stage startups with design, media, documentation and documentary-style content.
- Used SEO and Google Analytics to improve landing pages for incubator programs.

LANGUAGES

English, Telugu, Hindi, Kannada