

MURALI DUGGINENI

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Profile Summary

Seasoned marcom and corporate communications professional with over a decade and half of expertise driving brand awareness, lead generation, and content strategy across IT, Media, and Learning & Development. Proven experience in product marketing, creating marketing collateral, and executing impactful campaigns. Demonstrated ability in managing high-profile projects, ensuring successful completion on time and within budget.

Competencies

- Content creation
- Digital marketing
- Branding and positioning
- Writing blogs and case studies
- Internal and external communication
- Strategic storytelling and educational quizzing

Experience Summary

Sr. Manager, Digital Marketing | Emagia | Mar 2021 – Sept 2022

- Led marcom and digital transformative initiatives for a leading order-to-cash automation provider
- Crafted content for products, corporate website, blogs, press releases, datasheets, email campaigns, and case studies
- Developed and executed a content strategy that doubled website traffic and lead generation
- Collaborated with analysts and industry affiliations to elevate brand presence

Co-founder, Startups | Aug 2017 - Jan 2021

- Co-founded an educational startup focused on revolutionizing product education
- Led an initiative aimed at bringing the long-forgotten stories behind words

Sr. Editor/Content Head | Big Synergy Media | Apr 2014 – Jul 2017

- Headed content development for the regional version of the globally-acclaimed game show *Who Wants to be A Millionaire?* (Known as *MEK* in Telugu, *KBC* in Hindi)
- Spearheaded comprehensive research, analysis and audits—managing the entire operational cycle from content creation to telecast
- Streamlined the production process, achieving a record-setting 3-week content cycle
- Captured over 70% of viewership, establishing the show as the region's highest-rated non-fiction program
- Collaborated with stars like Nagarjuna and Chiranjeevi and set a new milestone in KBC history by incorporating three unique Fastest Finger First (FFF) questions to ensure a fair and thrilling contestant selection process
- Brought India's forgotten arts and crafts back into the spotlight through well-timed question placement

Content Manager | Solix Technologies | Apr 2012 – Apr 2014

- Enhanced global brand and product visibility through targeted digital content and marketing initiatives
- Developed engaging content across multiple channels, including web, product pages, email, press releases, and case studies
- Contributed to lead generation through strategic push marketing on various online platforms
- Collaborated with industry thought leaders and subject matter experts (SMEs) to create a comprehensive repository of free content on information lifecycle management
- Recognized with the "Outstanding Performance" award for exceptional contributions

Team Lead – Content | Tech Mahindra | Dec 2006 – Apr 2012

- Led marcom and brand initiatives, crafting the company's new positioning statement "*New World. New Possibilities,*" which played a vital role in the brand's resurgence
- Enhanced visibility for 60+ business and support units through strategic content development and digital marketing
- Offered content support for key events, CEO blogs, and developed case studies for business pitches
- Managed a cross-functional team in overseeing the corporate website and developed innovative tools to capture real-time employee feedback
- Developed and implemented ready-to-use content templates for global business units, streamlining the content creation process
- Published a biweekly newsletter to keep global associates informed

Freelance Consultant | Jan 2000 - Dec 2006

- Delivered assignments on SEO, e-mail campaigns, promotions, technical briefs, customer support, brand presentations and marketing collaterals

Research Analyst | SIS Infotech Pvt. Ltd. | Sept 1997 - Dec1999

- Generated industry, market and company analysis reports that provided recommendations based on market analysis
- Prepared Strategic Business Reports that provide a glimpse into global market scenario across industries

Education

- MBA (First Division) | Osmania University, Hyderabad
- B. Com (First Division) | CSR Sarma College, Nagarjuna University

Other Achievements

- Author of *EtymagIQ India*, the first-ever etymology-based quiz book on India
- Founder of Quinkie, the largest online business quizzing group with over 3,000 members
- National Runner-up and Regional Winner/Finalist at prestigious quizzes such as the Tata Crucible Quiz and the Brand Equity Quiz
- Featured in a column by Paulo Coelho, author of the international bestseller *The Alchemist*, in Brazil's leading newspaper *O'Globo*