Prudhvi Kanakala

A forever learner in connecting dots and problem solving.

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WORK EXPERIENCE

Product Manager
Copart

08/2023 - Present

Achievements/Tasks

- Successfully led a revamp of Blog resulting in a 110% increase in lead conversion rate. Redesign and SEO together resulted in such increase.
- Designed and conducted strategic web experiments, achieving a 25% success rate. On average, each experiment resulted in a 10% improvement in KPIs.
- Implemented modernization strategies for web pages, leading to a significant boost in engagement rates.
- Collaborated with tech, legal, stakeholders, and outsourced teams to build a referral marketing channel.
- Strategically optimized landing pages, resulting in a 11% increase in conversion rates.
- Worked in close coordination with SEM and SEO teams to refine the product, resulting in notable growth in performance metrics.

Software Engineer
Copart

10/2021 - 08/2023

Achievements/Tasks

- Collaborated with Product Management, UX and Technology team to conduct A/B tests and design changes resulting in a substantial annualized revenue improvement.
- Implemented personalizations based on user preferences and behavior using optimize; Improved landing page speed by 50% resulting in a 20% increase in lead conversion rate.
- Worked with Product Management to ideate, design, mockup and implement product strategy initiatives.
- Collaborated with International teams including Canada and Germany and improved their websites' user experience through design modifications and testing.

Web Developer
DSapone Software PVT LTD

06/2019 - 09/2021

Achievements/Tasks

- Worked closely with the Marketing and SEO team and enhanced the core product design of the website and achieved a great increase in leads
- Revamped the E-commerce portal to separate funnels for residential users and commercial users
- Improved page speed by around 70% using several performance boost strategies

Web Designer and Developer
as Freelancer

04/2013 - 05/2019

Achievements/Tasks

- Worked with various clients in the News, Media, NGO, Government, and Technology industry to bring their firm online in a beautiful way, transforming their missions and visions into a powerful online presence through web design.

GRADUATION

Bachelor of Technology in Electronics and Communication Engineering
Godavari Global University

2015 - 2019

SKILLS & ABILITIES

`Self-Motivated` `Problem Solving` `Ambitious and Flexible` `Quick Learner` `Data-Driven Decision Making` `Frugality`

TECHNICAL SKILLS

Web Technologies
- **HTML, CSS, JavaScript, Bootstrap, JQuery, JSON, PHP**

CMS
- **WordPress, Drupal**

Wireframing
- **Figma**

Analytics, Development and Management
- **Product Management, Project Management, Salesforce, Google Analytics 4, Google Tag Manager, VWO, Optimizely, Unbounce**

PERSONAL PROJECTS

Co-Founded Maggt.com (2020 - Present) ⧉
Secured an Award for the design in Bluehost Creators Awards India organized Nationwide by Bluehost

People Service Organization (PSO) (2015 - 2019)
Played President role, interacted with state-wide colleges and universities, recruited student volunteers and spread awareness of rural development in remote areas of the state.

Network for early-flood warning system
Built an IoT based product that warns people living near the rivers by sending automatic SMS when few parameters are above the threshold level, which indicates a flood.

LANGUAGES

English
Professional Working Proficiency

Telugu
Native or Bilingual Proficiency

INTERESTS

`Building Connections`

`Referring Business Case Studies`

`Physics / Astronomy` `Researching`

`Self-questioning and finding right answers`