Jyothiradithya Batna Growth Marketer

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Professional Summary

Strategic growth marketer who blends consumer psychology with data driven thinking to build brands that connect. Turned a growth strategy for Nuvie, a D2C protein and wellness brand, into a full brand rebrand. Skilled in brand building, retention, and performance marketing across Google and Meta. Focused on using AI to sharpen decisions and drive measurable growth.

Education

BITS School of Management 01/2026 – 06/2026
Digital Marketing and Analytics with AI Certification Course Mumbai, Maharashtra

GMR Institute of Technology 12/2021 – 05/2025
Bachelor of Technology in Civil Engineering Rajam, Andhra Pradesh

Marketing Skills

- **Brand & Growth Strategy:** Brand positioning, Consumer psychology, Growth strategy, Full funnel marketing
- **Digital Marketing & Advertising:** Google Ads, Meta Ads, SEO, CRM & retention marketing
- **Research & Analytics:** Market research, GA4
- **AI-Driven Marketing:** Prompt engineering, AI in marketing

Soft Skills

Storytelling & communication, Analytical thinking, Attention to detail, Stakeholder management, Ownership & initiative, Adaptability

Projects

Core Essentials: Capstone Project (BITSoM x Masai)
- Built a full D2C brand from scratch, covering product, SKUs, website, and go to market strategy.
- Led SEO strategy through audits, keyword research, and competitor analysis within a full funnel marketing framework.
- Planned Google and Meta ad campaigns, including structure, budget, and copy, along with social strategy across Facebook, Instagram, WhatsApp, YouTube, and LinkedIn.
- Built a reputation management strategy and a mock campaign performance dashboard.

Nuvie: Growth Strategy for D2C Protein Brand
- Audited the website and product page and fixed key conversion issues.
- Advised on packaging and surface design changes to improve shelf and online appeal.
- Built a content strategy for social platforms and advised on improving discoverability through AI citations, backlinks, AEO, and GEO.

Professional Experience

MK Builders and Developers, *Civil Engineering Intern* 08/2024 – 11/2024
Visakhapatnam
- Coordinated with engineers on planning and execution for a large residential construction project using modern formwork technology.
- Prepared daily progress reports and tracked quality checks throughout the construction cycle.

Certifications

- Google Analytics, Google
- Google Ads Search, Google
- Inbound Marketing, HubSpot