

BABY PRATHUSHA SUNDUR

Digital Marketing & Business Development Professional

London, UK | 07887 153264 | prathushasndr@yahoo.com | linkedin.com/in/prathusha-sundur-70919740

PROFILE

Digital marketing professional with 10+ years of cross-industry experience, currently completing an MSc in Digital Marketing while working as a Business Development & Marketing Assistant at an FCA-regulated financial services firm. Manages executive LinkedIn content, compliant B2B email outreach, paid social campaigns, SEO and website management end-to-end. Brings a strong operational foundation from seven years in customer-facing and team leadership roles, with proven ability to manage compliance-sensitive communications, hit KPI-driven targets, and work independently across multiple channels. Salesforce Marketing Cloud Email Specialist certified.

KEY SKILLS

Digital Marketing: LinkedIn content strategy & networking · Social video content (Facebook, Instagram, TikTok, YouTube) · Community management · Email marketing & cold outreach · Meta Ads · Local SEO & business listings · SEO & on-page optimisation · Blog & content writing · Lead generation & screening · Campaign compliance (FCA/PECR/GDPR)

Tools & Platforms: Salesforce Marketing Cloud · Apollo.io · Brevo · Mailchimp · WordPress & Elementor · Yoast · Tawk.to · Google Analytics · Google Search Console · Google Business Profile · Meta Ads Manager · SEMrush · Ubersuggest

Professional: Stakeholder & CEO-level communication · Team training & coaching · KPI & target management · Cross-functional collaboration · Fluent in English and Telugu

PROFESSIONAL EXPERIENCE

Business Development & Marketing Assistant | Acme Credit Consultants Ltd

Oct 2025 – Oct 2026

FCA-regulated debt management consultancy, West Drayton, UK · Placement year (part of MSc sandwich degree) · Part-time Oct 2025–Jan 2026, full-time Feb 2026–Oct 2026

- Manage end-to-end LinkedIn content for the CEO profile, including thought-leadership posts, video scripts and quote-card design, while developing the CEO's professional network and business connections through LinkedIn engagement.
- Create and post video content across Facebook, Instagram, TikTok, YouTube and LinkedIn, managing all company social media pages including comment moderation and community engagement.
- Run compliant B2B cold email campaigns (30–50 emails/day via Outlook, Apollo.io and Brevo) targeting care sector and construction leads, screened against Companies House data, maintaining PECR/GDPR-compliant suppression and unsubscribe processes.
- Plan and execute Meta Ads campaigns and troubleshoot lead-quality and response-rate issues, working alongside referral-partnership channels to diversify lead generation.
- Registered and maintained business listings across Bing Places, Google Business Profile and online classifieds to improve local search visibility, and managed the Tawk.to live chat widget for on-site customer queries.
- Own on-page SEO, keyword and meta-description optimisation, and blog publishing on the company WordPress site, resolving Yoast/Elementor integration issues.

Onboarding Specialist | Randstad India Pvt Ltd

Apr 2022 – Jan 2025

Recruitment process outsourcing, supporting the Jaguar Land Rover account

- Pre-screened candidate profiles and managed Right to Work and DBS checks to ensure full compliance with client and legal requirements ahead of induction.
- Managed payroll processes including holiday pay, discrepancy resolution and assignment closures, acting as first point of contact for pay-related queries.

Sales Coach | CSS Corp

Aug 2017 – Mar 2022

- Trained and coached new and experienced sales agents on call handling, objection handling and conversion techniques, delivering daily coaching sessions and sales-pitch materials.
- Monitored quality and performance against monthly sales targets (ASV), providing targeted feedback to underperforming agents and reporting progress to team leaders weekly.

Team Leader | Lycatel

Feb 2014 – Feb 2017

- Led a customer service team supporting a UK inbound process, managing escalations, quality audits and day-to-day performance reporting against KPI targets.

- Promoted from Customer Service Executive to Team Leader within 8 months in recognition of escalation-handling and quality-coaching performance.

EDUCATION

MSc Digital Marketing | York St John University, London

Feb 2025 – Feb 2027

Sandwich degree including a professional placement year (Oct 2025–Oct 2026) at Acme Credit Consultants Ltd

CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist
- Salesforce Trailblazer — 8,000+ points