Prudhvi Kanakala

A forever learner in connecting dots and problem solving.

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WORK EXPERIENCE

Associate Product Manager
Copart

05/2023 - Present

Achievements/Tasks

- Successfully led a phased revamp of web pages resulting in a 110% increase in lead conversion rate
- Implemented modernization strategies for web pages, leading to a substantial boost in engagement rates
- Collaborated with cross-functional and outsourced teams to test and refine the Referral Marketing Channel
- Strategically optimized landing pages throughout the sales funnel, resulting in a substantial 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 $1.5M 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

2013 - 2020

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
Godavari Institute of Engineering and Technology

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, Zepline**

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