

AMRITHA ALLADI JOSEPH
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SUMMARY

- A media and marketing professional with 10+ years in content creation, writing, storytelling and brand insights, skilled at using data analysis and research to explain and influence behavior.
- Demonstrated brand messaging and multi-platform storytelling proficiency over five years as a news reporter and five years as a marketer to help brands effectively engage with audiences.
- Responsible for brand communications analysis, product development and delivering actionable insights and messaging recommendations to global clients in the fiserv, software and hospitality industries.

EXPERIENCE

LivePerson

Atlanta, GA

Consumer Insights Consultant – LivePerson Insights

June 2016-present

- Provide communications recommendations to brands to help them improve customer satisfaction and loyalty based on language analysis of consumer chat and messaging transcripts
- Create straightforward training programs and documentation to train fiserv, retail, software clients to use complex analytical tools
- Guide company's new product development by analyzing brand interactions and suggesting best practices for implementing bots while maintaining consistency in brand voice and personality

AT&T Consumer Insights Platform

Atlanta, GA

Product Development Manager

May 2014-June 2016

- Engaged major media, fast-food, and entertainment companies for voice-of-the-customer and proof-of-concept work
- Analyzed AT&T data to develop location-based data solution for understanding consumer behavior patterns
- Leveraged strong written and verbal skills to articulate business requirements to developers and similarly, translate complex technical concepts into straightforward business use cases and results once data solutions were completed
- Established a repeatable process for reviewing output of data product to ensure standards are met for quality and consistency

AT&T Mobility

Atlanta GA

Marketing & Advertising Insights

Oct. 2013-April 2014

- Used language analysis tools to measure performance of brand awareness campaigns related to sponsorship
- Oversaw qualitative brand research by external agency to reposition AT&T's Value and Network offerings
- Identified methods to generate buzz prior to new product launches based on qualitative secondary research of customer pain points
- Led KPI reporting and ethnographic research of NCAA March Madness campaign to set 2015 sponsorship strategy

The Associated Press

New York, NY

Corporate Communications Associate

Summer 2013

- Established a standard and trained bureau chiefs on how to promote AP business online, leading to more consistent posting of content across 26 of 40 state Facebook pages
- Suggested messaging improvements for company listing online to reflect full scope of offerings, to boost lead generation
- Developed marketing strategy and test ad campaign for LinkedIn, expected to generate 7-20 new leads per update
- Selected campaign messaging and images for test ad campaign on Facebook based on benchmark data, resulting in 12% more installs for the app over baseline
- Collaborated with product and design teams to update marketing collateral for AP Video AP Images product offerings

BBDO Atlanta

Atlanta, GA

Digital Brand Analyst

Spring 2013

- Measured brand activity for AT&T and Hormel Foods using Google Analytics, Facebook Insights, Social Radar, and Radian 6
- Provided insights into user engagement so brands could adjust campaigns to increase engagement and conversion rate
- Developed social listening queries and tracked online brand mentions of Carter's, AT&T American Idol, and St. Joe's Company

GANNETT CO. INC

Guam, USA & Monroe, LA

Assistant Local News Editor, Senior Reporter

2009 to 2012

- Led a team of five reporters and managed concept-to-completion of 10-13 stories daily, in addition to special initiatives
- Accountable for on-time, on-budget delivery of daily news content
- Brought to life local news issues through effective storytelling aligned with audience interest and needs
- Fulfilled digital strategy to boost web traffic by creating daily Twitter and SMS messaging to drive audience to web content
- Pitched and executed up to three news packages a day, using syndicated data, informational interviews, and FOIA requests
- Prioritized assignment of staff and freelance talent based on capacity and capabilities for covering breaking news or special projects

THE HINDU

Intern Reporter

Mar-Apr 2009

- Produced exclusive feature for 2009 special election pages covering the inexplicable lack of adequate NRI voting procedures
- Generated story ideas and wrote 45 articles, 27 under byline, over the span of eight weeks for local, state, and national pages covering health and education.

CNN-IBN NETWORK 18

Intern Reporter

Chennai, India
Jan-Feb 2009

- Generated story ideas for news reporters to cover
- Reported, interviewed sources, researched information
- Selected audio bites for use in news stories

UNIVERSITY OF FLORIDA - WRUF AM850

News Producer

Gainesville, FL
2007 to 2009

- Produced content and anchored morning, midday and evening newscasts and hour-long news magazine show
- Edited junior reporters' radio scripts

EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

M.B.A., Marketing Concentration

Atlanta, GA
May 2014

- Goizueta Marketing Strategy Consultancy - Director of Academics, Goizueta Marketing Association - VP University Relations
- 2013-2014 Dean's List, and recipient of "Team" and "Integrity" Core Value awards

UNIVERSITY OF FLORIDA

B.S. Journalism and Communications

Gainesville, FL
December 2008

TOOLS & SOFTWARE

• *MS Office Suite • HTML • QuarkXpress • Wordpress • FinalCut Pro • Newsedit • Audacity • Facebook Insights • Google Analytics • Alteryx • JMP • MicroStrategy • Radian6 • Social Radar • Crimson Hexagon • Hive SQL • Clarabridge Analyze • Stratifyd • Canva • Snapseed*

AWARDS & RECOGNITION

- AT&T Big Data & Advanced Solutions 3rd-quarter LEAD award for exceptional contribution to the business and role-model efforts
- Gannett first quarter 2012 first-place winner for excellence in watchdog reporting for an ill-executed airport project
- Gannett second quarter 2012 finalist for excellence in relentless reporting of a botched city water meter project
- Robert McCormick Foundation's Specialized Reporting Institute on Mental Health and Recession fellowship recipient
- December 2017 Patent for determining the base location of a user using mobile location data and telemetry (U.S. Patent 9,842,205)

VOLUNTEERING

- Executive Women of Goizueta 2018 Board Member, Conference Programming Chair
- Executive Women of Goizueta 2017 Sponsorship, Committee Member

CREATIVE PROJECTS

In Transit Travel & Food Blog

Content Creator & Brand Ambassador

Atlanta, GA
June 2009-present

- Creator of a travel, food and wellness website for vegetarians who love to vacation (www.joinmeintransit.com)
- Collaborate with vendors, event management companies, PR firms, restaurants and hospitality companies to connect consumers to brands through compelling storytelling and stunning imagery
- 1,000 monthly views, roughly 3,000 social media followers across all platforms
- Recruited as a DiningOut Atlanta Ambassador, BestFoodFeed verified contributor, and Chowhound contributor to produce original web content
- Grew website's Instagram following 3x in four months, and website viewership and unique visitors 6x since 2015