

S.MANOJ KUMAR REDDY



ACADEMIC PROFILE

- **M.B.A (Marketing)** Sardar Patel College, Osmania University — 2023–2025
- **BBA - (Human Resource)** Avinash College of Commerce, Osmania University — 2020–2023

TEACHING EXPERIENCE

- **Tutor**, For SSC (1 YEAR)
- **Tutor**, For Intermediate and BBA Students (2 YEARS)
- **Assistant Professor** , Department of Business Management , Sardar Patel College (18-August-2025-

ACADEMIC PROJECTS

MBA PROJECT – MARKETING

Title: A Study on the Effectiveness of Social Media Campaigns in Boosting Sales at Country Delight

- Analyzed digital marketing performance and campaign reach.
- Suggested data-driven strategies to improve sales via Instagram and Facebook ads.
- Concluded that customer engagement significantly increased via targeted content.

BBA PROJECT – HUMAN RESOURCE

Title: A Study on the Challenges Faced by Women Employees of the Teaching Field in Managing Work-Life

- Conducted surveys and interviews with 50+ women educators.
- Identified key stress factors and proposed HR policy improvements.
- Received appreciation for practical suggestions on flexible working hours.

FACULTY DEVELOPMENT PROGRAMME [FDP]

- ONE DAY NATIONAL LEVEL E WORK SHOP on the topic “Effective AI tools for research and academic writings”