

MADHAV S. KETHINENI
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SUMMARY & OBJECTIVE

Since the age of 15, I have worked in various fields. Each job has given me a fundamental understanding of how to work hard, problem-solve like there's no tomorrow, develop great attention to detail, and challenge myself to think outside the box.

About 3 months ago I was hired to advance product development & new business sales for Stiddle, an AI-focused business intelligence solution for eCommerce marketing teams. My goal is to immerse myself in the Business/Technology Industry by becoming a business executive at a fast-growing tech company innovating to change the world.

EDUCATION

San Jose State University, Lucas College of Business

GPA 3.8

San Jose, California

Major: Business Administration – Management Information Systems

Expected Graduation May 2026

Classes cover topics such as: *information systems, globalization of business modules, database development, and programming for data analysis*

WORK EXPERIENCE

Stiddle (revolutionary cookie-less attribution & analytics software)

San Francisco, California

Solutions Engineering Intern

June 2024 – September 2024

Interned directly under the CTO & CRO, managing product operations and developing a go-to-market strategy for our newly built platform

- Part of a small but mighty startup, working in tandem with a team of 5 other interns, I led one of the product development teams building out integrations with Klaviyo & WooCommerce for our core product offering.
- Supported other interns who specialized in coding by handling SQL, taking the majority of the customer/event data that we ingested and structured it for easy porting into the analytics side of the Stiddle platform.
- Under the direct supervision of the CRO, I helped to develop a GTM strategy leveraging LinkedIn Sales Navigator, Apollo.io, and HubSpot Sales Hub to construct a pipeline of potential customers from scratch.
- Using my experience in the development of Stiddle's attribution software, I joined numerous client meetings and aided account executives with deep technical knowledge of the platform and its integrations to close the sales funnel and reach monthly revenue goals.

XIRCLS (an end-to-end Martech stack for e-commerce buyer journeys)

San Jose, California

Sales & Business Development Intern

February 2024 – June 2024

Offering a variety of products for e-commerce, I handled branding and sales as part of a larger business development team

- Used BuiltWith to prospect 10 companies a day, contacting executive leadership in an effort to build relationships and potential partnerships, leading to new revenue gain for Xircls as a whole.
- Supported outbound lead generation alongside a cohort of 20 other business development interns via LinkedIn & internet resources.
- Learned the basics of SAAS sales, problem-solving, and communicating effectively to market Xircls variety of product offerings to potential customers.

Zeit Medical (MedTech startup creating neurological solutions for stroke victims)

San Jose, California

Product & Digital Marketing Consultant

February 2024 – June 2024

Part of a team of 8 consultants, handling presentations for SWOT analysis & strategies for digital marketing in the MedTech industry

- For 10 weeks, worked under the supervision of a product manager where we would build presentations via Canva to outline certain parts of the business, ranging from digital marketing to lead generation to brand positioning.
- Consulted directly with the Zeit Medical executive team, guiding them through partnership planning & networking within their industry.
- Leveraged SWOT (strengths, weaknesses, opportunities, threats) to understand where to market Zeit's innovative medical technology and delved deep into the biomedical/health industry for detailed competitive analysis.
- Researched heavily into Zeit's product offering to understand how to pitch their technology to stroke patients in need.
- Built a website content plan, using SEO & web tools to give Zeit Medical a public facing image for their neurological innovations.

SKILLS, INTERESTS & OTHER

Relevant Technology Know-How's:

LinkedIn Sales Navigator
Microsoft Office Suite
Adobe Web Services
HubSpot CRM
Python
Canva
SQL

Extracurriculars & Personal Facts

VP of Finance – Management Information Systems Association @ SJSU
Director of Fundraising – Marketing Association @ SJSU
Co-Founder & Business Developer – N.K Productions
Board Member and Tutor – DCA Tutors Association
Bilingual (Fluent in Telugu)