

Tejaswi Naidu

Founder at Tek Arena

Bengaluru Area, India, Karnataka, IN

Founder & CEO at Tek Arena

Biography

Tejaswi Naidu founded Tek Arena in 2012 with a vision to build an online eco system of businesses thriving in social media and delivering the same level of services as they would offline and drive consumer engagement in a clear precise social media strategy. Starting of on the entrepreneurial journey at the age of 17, Tejas started a state of the art inter-connected network of computers that would serve gamers to play online competitive games with experts globally which helped many gamers to achieve accolades on the national and international front. Tejaswi was featured on prominent newspapers for automating the gaming center for reducing the manpower cost and improving performance and achieved ROI within a short span of time. Tejaswi joined Accenture and here developed many skills and gained a wider knowledge and the values of practicing strong ethical practices while conducting business and delivering high performance to clients. It after a brief stint with Accenture that Tejaswi realized the challenges of enterprises in India & Globally both SMBs and Enterprises were finding it hard to develop a solid social media strategy. With the start of Tek Arena early 2012, he has proactively been involved in all campaigns, ensuring clients from Globally were being delivered with quality services and long lasting consistent results. Apart from business and operations management skills, Tejaswi is also certified as a Google Analytics Qualified Individual and Hootsuite Certified Professional.

Availability

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Internet, Social Media, Advertising/Marketing

Areas of Expertise

SEO, Hootsuite, Social Media Marketing

Event Appearances

Optimizing Humans: The art of data-driven social marketing
SES Conference

Education

Shiksha Sagar High School

Sikkim Manipal University

Bachelor of Business Administration (B.B.A.) International Marketing

MS Ramaiah PU Composite College

12th Commerce

Accomplishments

Google Analytics Qualified Individual

Officially Certified as - Google Analytics Qualified Individual.

Hootsuite Certified Professional

Officially Certified as a Hootsuite Professional.

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