

Jagannadh Revanth Balla

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Education

University of Texas at San Antonio (CAP) → University of Texas at Austin - Behavioral Data Science, Expected May 2030

PROFESSIONAL EXPERIENCE**Metric Voice** — Co-Founder & Chief Marketing Officer (CMO)

Remote | Jan 2024 – Jan 2026

- Built an AI-driven call automation startup targeting small business customer service operations
- Led go-to-market strategy, securing partnerships with Chowrasta, iCode Corp, and regional restaurant groups
- Directed branding, outreach, and digital content strategy, driving client acquisition and brand visibility
- Partnered with product and engineering teams to align AI solutions with client workflows, improving operational efficiency

iCode Corp — Marketing Intern

Remote | Aug 2024 – Mar 2025

- Managed digital marketing across 13+ franchise locations, customizing campaigns to local markets
- Developed promotional assets, executed social media campaigns, and supported open house events
- Conducted market research to optimize enrollment strategies and increase customer engagement

iCode Leander — STEM Instructor

Leander, TX | Mar 2024 – Oct 2024

- Taught coding and robotics (Python, Java, web development) to K–12 students
- Designed curriculum and delivered individualized support on technical projects

Round Rock Area Serving Center — Head Sales Associate

Jan 2020 – Oct 2022

- Promoted to lead store operations, including inventory management and customer service
- Supported daily revenue generation in a nonprofit retail environment

Certifications

- Microsoft Word
- Microsoft PPT
- Microsoft Excel
- Adobe Create
- ServSafe
- SAFE Mortgage Loan Officer (MLO) exam (In Progress)
- Realtor License Exam (In Progress)

INTERESTS

AI & Startups | Cultural Leadership | Debate | Tech & Design | Community Outreach | Tennis | Visual Media | Brand Strategy | Digital Advertising | Social Media Campaigns | Consumer Behavior | Market Research | Content Creation | Event Planning & Promotions | Public Relations