

Aakarsh Bommakanti

Media Manager | Content Creation | Tactical Analysis | Data Analytics

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EXPERIENCE

Media Manager

Hyderabad FC

📅 09/2020 - 05/2025 📍 Hyderabad, India

Top flight football club

- 5+ years of creating (shooting and editing) content for social media
- Incharge of a media team, co-ordinating every day social media and website activity
- Incharge of all marketing and on-ground activation on the way to creating a fan culture

Freelance Writer

Madaboutepi

📅 08/2017 - 09/2020 📍 Chennai

Sports Website

- Producing 4-6 user engaging articles about various topics from the Premier League including match analysis and match reports.
- Part of a two man team that ran the website with over 20 articles published in a day

Content Analyst

Microsoft

📅 10/2018 - 03/2020 📍 Hyderabad, India

Bing Sports Desk

- Incharge of creating a prediction model for all major football leagues
- Improving the Bing Home Page for sports related search queries
- Handling API data for Bing Sports for all major sports

Editor

The 4th Official

📅 08/2016 - 09/2018 📍 Kolkata

Sports Website

- Incharge of running day to day activities of the website
- Keeping fans engaged on social media
- Choosing topics and managing work load of 10 writers, publishing 20+ articles everyday

Freelance Writer

RousingtheKop

📅 04/2017 - 06/2017 📍 Liverpool, UK

Sports Fan Website

- Only Indian writer to have a column in one of the leading Liverpool FC fan websites

Freelance Writer

SportzWiki

📅 04/2014 - 04/2017 📍 Kolkata

Sports Website

- Lead sports writer
- Helping improve the home page UX
- Helping set up back end systems and keeping a constant check

SUMMARY

Working hard to bring every fan closer to the sport. 10+ years of experience in tactical and match analysis. 5+ years of experience in creating content for all social media platforms. Added experience of working with data and analytics which I believe is where the future in sports lies.

KEY ACHIEVEMENTS



Social Media Growth

Increased social media engagement of HFC media channels by 35% year on year.



First of it's kind Documentary Series

Scripted a two-season documentary series about the journey of Hyderabad FC to it's maiden league title, published on Disney+ Hotstar



Article Publications

Published over 20,000 articles, reaching an audience of over 500,000 readers.



Team Management Success

Managed a team of 10 writers, improving content output by 30% in a short span



Brand Visibility Boost

Enhanced brand visibility, resulting in a 40% increase in website traffic, year on year.