

SPARSHA SUNDAR VELU

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OBJECTIVE SUMMARY

Detail-oriented professional with experience in brand building, event-based marketing, cross-functional coordination, and data-driven decision making. Skilled at managing campaigns, collaborating with sales and vendors, and executing large-scale brand activations.

EXPERIENCE

Founder & Event Curator – Fandom Nights

Aug 2023 - Present

- Led end-to-end execution of 40+ large-scale fandom/music events (30,000+ attendees), applying brand and consumer insights to deliver high-engagement experiences.
- Designed and executed integrated marketing campaigns, achieving 1M+ organic reach across social platforms.
- Conducted research on consumer preferences to tailor event themes, content, and engagement initiatives.
- Collaborated with Universal Music India, Warner Music, Bira91, Buffalo Wild Wings, etc. for brand activations, co-branded campaigns, and experience design.
- Managed cross-functional operations including budgeting, logistics, vendor management, and performance analysis.
- Analysed engagement metrics to optimize future event strategies and improve audience retention.

HR & Recruitment Intern – HummingBrains Technologies

April 2025 - May 2025

- Sourced and screened candidate profiles on Naukri and Foundit for Deloitte, Atos, Incedo etc
- Conducted resume evaluations and pre-screening calls to assess qualifications and cultural fit.
- Gained exposure to the "Interview as a Service" platform and modern HR practices

Finance Intern – Balambikai Industries

May 2024 - June 2024

- Helped prepare financial reports and assisted with budgeting
- Conducted research to support cost optimization and compliance

SKILLS

- Brand Strategy & Positioning
- Consumer Insights & Trend Analysis
- Social Media Campaign Strategy (1M+ Reach)
- On-ground Activations & Event Marketing
- Content & Creative Development
- Vendor & Stakeholder Management
- MS Excel (Reports, Dashboards, Analytics)
- PowerPoint (Structured Presentations)
- Data Interpretation & Performance Tracking
- Design Tools (Canva, Adobe)
- Communication & Presentation
- Conflict Resolution & Negotiation

EDUCATION

Bachelor of Commerce (Industry Integrated) - Mount Carmel College, Bangalore

2023 - 2026

- Active contributor to college's design and videography teams.
- Core member of the Public Speaking Association

CMR National PU College

2021 - 2023

- CEBA Department Topper
- Percentage: 92%

St Francis Xavier's Girls High School

2011 - 2021

- Percentage: 90%

ADDITIONAL INFORMATION

- **Languages:**
 - English
 - Kannada
 - Hindi
 - Tamil
 - German (A2 Level)
- **Certifications:**
 - Digital Marketing – Google
 - Basics in UI/UX Design – Great Learning
 - Introduction to Animation – Mount Carmel College, CEE
 - Certificate of Publication – Spectrum of Thoughts Publication