

## SUCHITRHA SUDESH

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### Objective:

To utilize my skills and creativity in building strategic initiatives to increase brand exposure and elevate business growth.

### Skills & Certifications:

Strong Communication | Content Marketing | Social Media Marketing | Project Coordination | Quick TAT | Adaptability | Storytelling & Conceptualisation

- ✓ Fundamentals of Digital Marketing - Google
- ✓ Brand Management: Aligning Business, Brand, and Behaviour – London Business School

### Work Experience:

- **Programs Specialist/Coordinator (Nov 2021- Current)**

#### GOOGLE INDIA PVT LTD

Currently on-site at Google India via Optimum Solutions. I am a program coordinator and specialist in the Google India Talent Engagement Team and responsible for outreach and programs in the Tech India campus space.

- Program owner of Google India's first-ever Girl Hackathon: owned campus outreach, communication, branding, and co-owned execution and management. Brought in registrations 50% over target via Social Media Marketing & a consistent external communication plan - Created the largest ever DEI pipeline across campuses in India.
- Co-owned and managed Google India's Solve.Code and Cloud Sprint Bootcamp: India 2022 edition.
- Built the India Tech Landscape that acts as the foundation for Campus Hiring - this covers campus segmentation based on hiring past trends, NIRF rankings, and program metrics.
- Outreach Specialist for Google India's largest role in demand: Software Engineer Role on Campuses across India and for the role of Silicon Engineer - owned all production, communication, collateral build.
- Owned Campus Conversations and Hiring Processes across several campuses in India for Summer Internship Hiring, Winter Internship Hiring, and Full Time Hiring for the roles of Software Engineer and Silicon Engineer.
- Owned, Managed, and Executed all Employer Branding activities for the Google India Tech Campus Programs and Outreach: Creating social shareables for LinkedIn, and building Google India's Campus Outreach Video.
- Google India Campus Outreach Representative and POC for all Global Programs that engage with the Indian campus talent pool: Own the campus segmentation, communication, and

outreach based on program objectives and goals. Ex: Google's KickStart, CodeJam, Venkat Panchapakesan Scholarships etc.

- Build all internal and external collaterals and communications and act as the communications POC across the Google India Tech Campus team

➤ **Employer Branding Consultant (Sept 2021 - Oct 2021)**

Working as an external employer branding consultant to help the brand determine their employer brand needs and build a solid EVP & employer brand plan in line with current market trends.

**RAPIDO BIKE TAXI**

Rapido is an Indian online bike taxi aggregator and logistics service provider based out of Bangalore, India.

- Conducted an external market study to determine candidate preferences in career choice decision making
- Interacted and engaged with multiple internal teams to analyze their current EVP standing and recommended changes in the same
- Building a current Employer Branding Plan for the teams to execute in building a strong presence in the tech market

➤ **Employer Brand Strategist (May 2019 – November 2021)**

Working as the sole marketing personnel owning all external and internal branding and marketing initiatives directed at enhancing employee value proposition and brand exposure.

**PAYODA TECHNOLOGY INC**

Payoda Technology Inc. is a Digital Transformation Partner to global businesses. Payoda offers software solutions, products and services to clients across North America, Europe and Asia.

- Owned end to end Organic Content Marketing on several social channels through dedicated research, conceptualisation and execution leading to a growth rate of 116% on LinkedIn and 66% on Twitter within 12 months.
- Owned the process and Accomplished the Great Place to Work Certification for Payoda
- Develop, Own and Measure Impact on Internal & External Branding Campaigns resulting in increased Inbound Recruitment and increased Referral Rates.
- Directly worked with the C Suite on a regular basis to deliver Thought Leadership Marketing
- Managed the official website and liaised with the Development teams in ensuring consistent content updates and upgrades.
- Engaged, and coordinated with Global Sales Teams in conducting business marketing initiatives such as Email marketing, Webinars and PR, etc.
- Built a consistent Feedback Mechanism that directly led to the growth of our Glassdoor Rating from 3.4 to 4.2 while enhancing Candidate Experience at every level.
- Maintained Social Media Presence on LinkedIn, Facebook, Twitter, Medium, and Instagram & YouTube through content research, conceptualization, design and execution in line with a strategic content calendar.
- Worked with the Recruitment Team on Campus Recruitment, Referrals, and Career Updates on a regular basis while ensuring quality interview experience.

- Worked with external members - Marketing and PR Agencies to enhance Digital Marketing and Freelancers in the execution of Project Requirements.
- Worked with HR on Engagement and Internal Branding via Newsletters, Campaigns, and Engagement.

➤ **Content Writer (Aug 2018 – May 2019)**

**SIGNATURES DESIGN & COMMUNICATION PVT LTD**

Signatures is a design agency that has created a niche in storytelling and innovative design & branding.

Owned and constructed the creative concepts behind several branding requirements via conceptualization and content creation.

- Enhanced and executed skills in copywriting, web writing, content writing, video scripting, and others.
- Liaised between the client and the design team to communicate client briefs.
- Created creative concepts, campaigns, and themes to support brands and uplift their value.
- Supported in digital marketing requirements such as SEO and content enhancement.

➤ **Freelance Writer (Jan 2018 – June 2018)**

**TIMES OF INDIA**

The Times of India is an Indian English-language daily newspaper and digital news media owned and managed by The Times Group. It is the third-largest newspaper in India by circulation and largest selling English-language daily in the world.

- Worked with a National Newspaper – Times of India for a month in a selective team of 4 members in capturing the growth stories of large Retail Leaders for the Re-Tales Publication of 2018.

**VIDEO SCRIPTING/SONGWRITING**

- Worked with entrepreneurs and individuals from creative fields to deliver scripts and music.

**Educational Experience:**

Bachelor of Journalism and Mass Communication, SRM University, Chennai with an 8.5 CGPA and a dissertation on Understanding Facebook as a Medium In Sexual Harassment.