

Education

GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY Bachelor in Technology Majors in Mechanical Engineering CGPA: 9.36/10	Hyderabad 20218 - 2022
SRI GAYATRI JUNIOR COLLEGE Senior-Secondary (Class XI and XII) 82%	Hyderabad 20216 - 2018
SR DIGI HIGH SCHOOL Secondary (Class X) CGPA- 8.3/10	Hyderabad 2015 - 2016

Experience

ANTHEM BIOSCIENCES MARKETING EXECUTIVE	Bengaluru May 2025 - Present
<ul style="list-style-type: none">Grew the LinkedIn audience from 180K to 200K in just 2 months, improving brand visibility and engagement.Manage end-to-end content operations, including publishing, analytics, audience insights, and community engagement.Serve as the primary point of contact for all creative needs including graphics, video production, and branding materials.Strengthen the company's employer brand through AVs, recruitment visuals, and internal communication content.Support global marketing by creating banners, product brochures, and visual assets for international expos and scientific events.Worked with cross-functional teams to translate technical and scientific information into clear communication assets.Designed research creatives and journal cover arts for the R&D team that were successfully published.Created video tutorials and SOP visuals for Quality Assurance teams, including training content for tools like Veeva QMS.Enhance visibility of company-wide events by producing high-quality videos, graphics, and announcement creatives.	
VISIONIAS SOCIAL MEDIA AND CONTENT MARKETING EXECUTIVE	New Delhi July 2024 - April 2025
<ul style="list-style-type: none">Managed and published content across Social Media platforms ensuring consistent brand communication.Improved audience reach and engagement by delivering platform-specific content strategies and performance-driven campaigns.Collaborated with cross-functional teams including Graphics, Video Editing, BD teams to produce high-quality creatives and scripts.Updated and maintained website banners using the in-house CMS to support ongoing marketing initiatives.Took ownership of Email Marketing and WhatsApp Marketing, helping improve student communication and course visibility.Participated in offline brand initiatives such as setting up marketing booths contributing to brand presence and lead generation.Created data-driven insights reports by analyzing platform performance, enabling better content planning and future strategy.	
ALMABETTER Technical Content Writer	Remote June 2022 - Feb 2024
<ul style="list-style-type: none">Created high-quality technical content, SEO articles, tutorials, and learning resources that improved organic visibility.Led and mentored a team of 5 members, ensuring timely delivery and quality standards.Managed and executed workshops end-to-end—including planning, content creation, and coordination with instructors.Collaborated with cross-functional teams including Graphics, Video Production, Product Development, and R&D teams.Expanded AlmaBetter's content footprint by producing educational materials used in events, and curriculum enhancements.Enhanced curriculum quality by aligning content with industry expectations, helping improve student learning outcomes.Handled website content updates, structure, and optimization using Strapi CMS.	

Achievements

- Grew Anthem BioSciences LinkedIn audience by **20K+ in 2 months** (180K→200K followers)
- Authored & published **40+ SEO-optimized articles** ranking **Google first page** for major keywords
- Created & produced **70+ professional Excel tutorial videos** for Be10x YouTube Channel
- Developed **Engineering Notes Android App** for students (10K+ downloads on Play Store)
- Built **Python Soldiers YouTube Channel**: 2.47K subscribers, 275 videos, 648K+ total views
- Founded **Apna Sabzi**, a quick-commerce vegetable delivery startup; completed **successful trials** in Hyderabad.
- Led cross-functional **marketing campaigns** collaborating with **8+ departments**
- Presented at **AICTE Vishwakarma Awards 2020** (Vrikorder: multi-vendor platform for homepreneurs)
- Created a high-impact **environmental awareness video** as a **Bhumi NGO Eco-Warrior**.

Academic Project

- Designed and fabricated a **knee exoskeleton** using **3D printing technology**. Explored interdisciplinary aspects of engineering and applied cutting-edge technologies for **practical problem-solving**.

Skills

Technical Skills: Social Media Management, Content Strategy, SEO Writing, MS-Excel, Canva, Adobe Illustrator, iMovie, DaVinci Resolve, Meta Business Suite, Strapi CMS, YouTube Studio, SendGrid, Airtel IQ Reach, OBS, ChatGPT, Gemini, Midjourney

Business Skills: Branding & Communication Strategy, Project Management, Cross-Functional Collaboration, Stakeholder Management, Campaign Planning, Community Engagement, Research & Documentation, Employer Branding, Creative Direction, Presentation & Storytelling, Process Optimisation