

## 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

Bengaluru

#### MARKETING EXECUTIVE

May 2025 - Present

- 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

New Delhi

#### SOCIAL MEDIA AND CONTENT MARKETING EXECUTIVE

July 2024 - April 2025

- 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

Remote

#### Technical Content Writer

June 2022 - Feb 2024

- 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