

# Adiya Krishnan

**Phone:** 8431110867

**Email:** adiyakrishnans@gmail.com

**LinkedIn:** <https://www.linkedin.com/in/adiya-krishnan-0b8577386>

**Location:** India

## OVERVIEW

I blend creative design with analytical logic to build strategies that work. Currently bridging the gap between technology and communication, I focus on driving brand visibility and leading communication efforts. I possess a strong mix of strategic leadership, data-driven insight, and creative execution skills.

## EDUCATION

**Bachelor of Engineering (B.E.)** – Computer Science & Engineering (AIML) New Ebenezer Institute of Technology

**Status:** Fresher

## Domain Expertise

Marketing Strategy | Brand Visibility | Communication Strategy

## Technical Skills

Adobe Photoshop | Custom Engagement Analytics Engines | Visual Storytelling

## Soft Skills

Public Speaking | Stakeholder Management | Presentation | Strategic Leadership

## Core Concepts

Deep Research Methodologies | Data-Driven Insights | Creative Execution

## EXPERIENCE

Chief Marketing Officer (CMO) - Young Instincts

May 2025 – Present

- **Strategic Leadership:** Driving brand visibility and leading communication efforts across the organization.
- **Bridge Strategy:** Successfully bridging the gap between technology and communication teams to ensure cohesive messaging.
- **Innovation:** blending creative design with analytical logic to build strategies that work.

## **PROJECTS**

**Project Name:** Custom Engagement Analytics Engine

## **LANGUAGES**

English, Hindi, Kannada, Telugu

## **STRENGTHS**

Quick learner, Positive attitude, Good analytical thinking, Strong interpersonal skills

## **EXTRA-CURRICULAR ACTIVITIES**

Volunteer and coordinator in outreach programs and social service activities.

Member and coordinator in Interact club under the Rotary club