

STRUTHI GIRIDHAR

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PROFESSIONAL SUMMARY

Fascinated by the world of advertising and marketing, with an eye for strategic and innovative delivery. Experienced with online and offline brand campaigning and social media marketing. Excellent interpersonal skills and ability to work with a diverse group. Organized, thorough and efficient combined with creative, experimental and inspired.

SKILLS

- Strategic marketing
- Superior verbal and communication skills
- Team collaboration and leadership
- Goal planning
- Creative vision implementation
- Problem solving

WORK HISTORY

- 01/2019 to 07/2019 **TinderU Team Leader**
TinderUniversity – Chennai, Tamil Nadu
- Managed and led a team of college campus representatives to conduct online and offline guerilla marketing events and campaigns for Tinder.
 - Collaborated with cafes and event groups whose themes fell in line with Tinder's brand and strategies.
 - Maintained regular contact with Tinder users and identified opportunities to deliver added value to the client relationships.
 - Worked a cycle as a campus representative and won best campus representative twice in a row.
- 05/2019 to 06/2019 **Internship Student**
Igarashi Motors – Chennai, Tamil Nadu
- Learnt the workings of large scale manufacturing unit, both technical and managerial aspects by shadowing the key operators.
 - Participated in cross-functional team-building activities.

EDUCATION

- 06/2020 **Bachelor of Technology: Electrical And Electronic Engineering**
Vellore Institute Of Technology - Chennai
- Graduated with 7.3 GPA
 - Member of Literary Club
- 04/2016 **High School Diploma**
Hindu Senior Secondary School - Chennai
- Graduated with 92% in 12th Standard.
 - Awarded the Head Girl Position and actively participated in the student body.
 - Elected Vice Captain in 11th Standard.
 - Graduated with a 10 CGPA in 10th Standard.

HOBBIES

- Bharatnatyam dancer
- Voracious reader
- Jazz and hiphop aficionado
- Into Postmodern and experimental art