



# TEJASWINI SRIHARI

## Marketing & Communications Professional

Motivated, hard-working, passionate and constantly looking to redefine my limits, I am a team player who attempts to learn from every opportunity. I like to be challenged and work well under pressure. I constantly look for new ideas, creativity has no bounds. I thrive out of my comfort zone and have confidence in my decision-making abilities, in line with best practices and brand image.

## Contact



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## Education

### ● Bachelor of Media & Communication

Manipal University, India  
2018-2021  
Valedictorian - GPA 8.56

### ● Master of Global Media Communication

University of Melbourne, Australia  
2022-2024  
First Class Honours - WAM 81.875

## Skills

- Marketing campaigns
- Advertising campaigns
- Internal & external communication
- Market research
- Audience research & targeting
- B2B Marketing
- Content & asset creation
- English & language proficiency
- Stakeholder & relationship management
- Branding & reputation management
- Brand awareness & decision-making

## Experience

### ● Resident Tutor & Student Experience

University College, The University of Melbourne Jan 2023 - Current

- Delivered academic development support for undergraduate students, with a focus on Marketing and Communications aligned to university curricula
- Mentored students from the Faculty of Arts, offering tailored guidance on academic progress and career development pathways
- Provided strategic insights based on student engagement trends to enhance program effectiveness
- Facilitated meaningful connections between students and industry professionals to support career readiness
- Managed key stakeholder relationships within the university, fostering collaboration across departments
- Offered proactive wellbeing support to students at University College, promoting a holistic student experience

### ● Digital Marketing & Communications Associate

The Wilderness Society

Sep 2023 - June 2024

- Spearheaded the communications strategy for The Nature Walk Challenge, generating over AUD 100,000 and engaging 1,200+ participants across Australia.
- Delivered a fully integrated paid and organic media campaign, achieving increased donor engagement and conversion rates.
- Produced campaign performance reports and insights for senior management, supporting data-driven decision-making.
- Cultivated partnerships with community organisations and external stakeholders to enhance brand visibility and reach.
- Led content creation across multiple digital channels, aligning with brand voice and campaign objectives.

## Software Knowledge

- Adobe Suite - Photoshop, Illustrator, InDesign, Premier Pro, After Effects
- Microsoft Suite - Excel, Word, Powerpoint
- Canva Design
- Sony Vegas Pro

### ● Brand Manager, Marketing and Strategy Associate

Clevertize

May 2021 - Dec 2021

- Managed B2B portfolios for leading brands including eBay India, METRO Wholesale, and Anker, contributing to measurable brand awareness growth and client retention.
- Orchestrated integrated marketing campaigns, including strategy development, execution, and client reporting.
- Delivered high-stakes presentations and pitches, resulting in successful client acquisition and expanded project pipelines.
- Provided actionable market intelligence to leadership teams, influencing brand positioning and go-to-market strategies.
- Facilitated cross-cultural collaboration between India-based and global client teams to meet regional objectives.

### ● Content, Marketing & Strategist Associate

Ripples Learning

Oct 2020 - Jan 2021

- Led brand repositioning and communications overhaul, including messaging guides, content frameworks, and visual identity.
- Coordinated website UI/UX redesign and developed customer acquisition funnels, improving engagement and lead quality.
- Drove multi-channel content strategy (social media, blogs, digital assets) to boost brand presence in domestic and international markets.
- Liaised with internal stakeholders and design teams to ensure alignment with brand strategy and client needs.
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### ● Content, Marketing Intern

Supply 6

Oct 2020 - Feb 2021

- Developed and executed targeted digital campaigns, enhancing product visibility and audience reach.
- Drafted press releases and managed media outreach for product launches and sponsorship activations.
- Conducted competitor and market analysis to support audience segmentation and campaign planning.

## Leadership & Other Experience

- Peer Mentoring at the University of Melbourne (2024)
- Content Creator for Manipal Institute of Communication (LinkedIn) during BA (2020-2021)
- Internationally published news article with NewsTracker (2019)
- Senior Reporter in 'The Manipal Journal' - an independently run student news organization (2018-2021)
- Headed the Content & Documentation Team in the National debate tournament 'Pro.Verb' (2019)
- Sub-Headed the Content & Documentation department for the National Media Festival 'Article 19'
- Student Editor & member of the Editorial Board in Years 11 & 12 (2016-2018)
- Member of Student Council (2016-2018)