

# Lalit Mohan Kumar

UNDERGRADUATE AT CHRIST UNIVERSITY, BANGALORE

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## EXPERIENCE

April 2024 – November 2024

**Record Producer, Raahe.co**

- Developed advanced audio skills in mixing, mastering, and music production.
- Expanded professional network, building future collaboration opportunities.
- Deepened technical expertise in audio engineering by actively pursuing passion projects.

June 2023 – April 2024

**Snapchat Opinion Leader, Under 25 Universe**

- Designed Snapchat lenses for diverse communities, increasing user engagement.
- Applied high-traffic keyword strategies to drive organic reach for lenses.
- Collaborated with teams to boost platform visibility through creative digital content.

October 2022 – November 2022

**Digital Marketing Manager, Bodhie Vik**

- Executed marketing strategies to increase engagement on Instagram for @bodhievik.
- Managed social media content, expanding online presence and audience reach.
- Applied advanced marketing techniques to improve campaign results and brand visibility.

August 2022 – September 2022

**Social Media Marketing Intern, Scholastic Book Fairs**

- Led a marketing team for Scholastic Book Fairs, increasing organic content engagement on Facebook and Instagram.
- Implemented high-traffic keyword strategies to boost marketing traffic on social media platforms
- Instagram handle @deccan.scholastic

## EDUCATION

June 2024 - Present

**BBA (Strategy & Business Analytics), Christ University, Bangalore**

Logistics Member - Synapse – Strategy & Business Analytics Club

Music & SFX – Lively Illusion Productions – Production House

2022 – 2024

**A Levels - Cambridge Assessment International Education, Deccan International School**

Student Council 22-24 (Prefect)

School Topper – Economics

## SKILLS

Project management

, Data analysis

Communication

Organization

Problem-solving

Management