



# Sujeetkumar Kadam

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Rotterdam, NLD (returning to India - Jul 2025)

## SUMMARY

Dynamic professional blending marketing expertise with a consulting mindset to drive strategic growth. Experienced in marketing, market research, CX strategy, digital innovation, and business analysis across global markets. **Graduating Jul 2025; Available starting Aug 2025.**

## EDUCATION

### Master of Management (Marketing)

University of Melbourne

Jul 2023 - Jul 2025 (Expected)

Melbourne, Australia

- **Exchange Semester (Entrepreneurship):** Erasmus University Rotterdam | Feb 2025 – Present
- **Key Courses:** Entrepreneurial Organization, AI & ML for Strategy, B2B Marketing, Python
- Awarded merit-based Government of India Scholarship worth \$100K+ (Top 125 nationwide)
- Melbourne Plus Grant for international research in South America
- Ranked #1 in Capsim & Harvard Business Simulations (Top 10% Globally)

### Bachelor of Business Administration

Osmania University

Jul 2019 - Jun 2022

Hyderabad, India

- **Final-Year Thesis:** Digital Engagement Trends – Distinction for data-driven analysis
- **Extracurriculars:** Debate Club, Marketing Society, Event organizing committee

## RELEVANT EXPERIENCE

### Marketing and Client Solutions Consultant

Tetramind Asia

Jan 2023 - Jun 2023

Hyderabad, India

- Grew ROI 520 % by redesigning omnichannel strategy and leading an 8-person cross-functional team; improving customer engagement and boosting lead generation by 65%
- Led end-to-end account management, optimizing a \$20K+ Ad budget and driving conversion initiatives.
- Promoted within 90 days, recognized for strategy-driven revenue growth

### Marketing & Client Relationship Assistant

G'day Broadcast Agency

Dec 2023 - Feb 2025

Melbourne, Australia

- Drove 35 % revenue growth from three key accounts through targeted retention and upsell programs.
- Lifted social reach 50 % and email CTR 22 % through a full brand refresh.
- Led the marketing & graphic design team, aligning visual content with strategic business goals

### Management Consulting Project (CX Strategy)

BYD Australia

Feb 2024 - Jun 2024

Melbourne, Australia

- Increased Net Promoter Score by 15% through a CX strategy focused on post-purchase delight
- Sole team invited to present to BYD Australia's COO and Marketing Director

### Researcher

Reach Alliance

Mar 2024 - Aug 2024

Melbourne, Australia

- Co-authored a case study on conflict-zone interventions, applying data analysis and market research techniques to influence NGO and government policy recommendations
- Published research findings through [Reach Alliance](#), enhancing advocacy through evidence-based insights

### Market Researcher

EY Sweeney

Oct 2024 - Dec 2024

Melbourne, Australia

- Conducted large-scale market research, collaborating with authorized officers to collect and analyze over 10,000 commuter datasets, supporting public transport strategy initiatives

## OTHER EXPERIENCE

### Event Coordinator

Spark Events

Dec 2024 - Feb 2025

Melbourne, Australia

- Coordinated end-to-end event marketing and public relations efforts to drive 7,000+ attendee engagement for RMIT Graduation Ceremony, ensuring seamless project delivery under strict timelines

### Digital Marketing Intern

Sitara Foods Pvt. Ltd

Jun 2021 - Dec 2021

Hyderabad, India

- Boosted social engagement by 40K+ and email CTR by 25% via campaign optimization

Social Media Marketing Intern

Suganda Skincare

- Scaled brand reach by 155% via partnerships with 40+ global micro-influencers
- Designed UGC strategy → 30% follower growth in 8 weeks

Jan 2022 - Mar 2022

Hyderabad, India

VOLUNTEERING & COMMUNITY ENGAGEMENT

Marketing Officer (Volunteer)

Queer Commerce Club

- Developed marketing campaigns for LGBTQIA+ advocacy events → 10% attendance increase

May 2024 - Nov 2024

Melbourne, Australia

Lead Marketing Volunteer

Mobbera Foundation

- Doubled event attendance via hyperlocal campaigns → secured partnerships with TCS and 5+ MNCs.
- Led sensitization workshops for 20+ corporate/government stakeholders

Jun 2021 - Nov 2022

Hyderabad, India

SKILLS & CERTIFICATIONS

**Consulting & Strategy:** Stakeholder Engagement | Client Advisory Financial Modelling | Go-To-Market  
**Analytics & Data:** Python | Tableau | SPSS | Advanced Excel | Forecasting | Data Visualization  
**MarTech:** Google Analytics 4 | (CRM) | Mailchimp | SEO/SEM | Marketing Automation | CMS (WordPress, Shopify)  
**Leadership:** Cross-functional Team Leadership | Vendor Management | Presenting & Storytelling

**Certifications:** Melbourne Plus ([Innovation](#) & [Sustainability Advocacy](#)), Digital Marketing Manager  
**Languages:** English (Fluent), Hindi (Native), Telugu (Native), Marathi (Native)