

PORT- FOLIO

SUJEETKUMAR K

SELECTED WORKS

2024

MARKETING

RESUME



SUJEETKUMAR K

(+61) 0487 043 420

SUJEETKUMARKADAM@GMAIL.COM

EDUCATION

MASTERS OF MANAGEMENT (MARKETING)

ONGOING UNTIL JUL 2025
AT UNIVERSITY OF MELBOURNE

BBA (HR)

GRADUATED IN 2022 WITH 8.5 CGPA
AT SSDC, INDIA

UG FINAL YEAR THESIS PROJECT TITLED: "INFLUENCE OF
MEME MARKETING IN THE GEN Z POPULATION OF INDIA"

 PROJECT WORK

PREVIOUS EMPLOYMENT AT

TETRA MIND

AS

DIGITAL MARKETING AND CLIENT SERVICE ASSOCIATE

[CLICK HERE](#)

LIST OF CLIENTS MANAGED:

- [MeltingHearts.co](#)
- [Homeocare.in](#)
- [Euderm.com](#)
- [Amaravathi bar and Restaurant](#)
- [Openhouse Pub and Lounge](#)
- [Hyatt Regency Ahmedabad](#)

**REFERENCE: SATYA SOMARAJU KOTI (BOB), SR. MANAGER
BOB@TETRAMIND.IN (+91) 91773 31504**

INTERNSHIPS

SUGANDA SKINCARE



INFLUENCER CAMPAIGNS: SUCCESSFULLY ONBOARDED MORE THAN 100 MICRO INFLUENCERS (NATIONAL AND INTERNATIONAL) WITH AVERAGE ROI OF **266%***

CRAFTED SEO FRIENDLY WEBSITE CONTENT 

 LETTER OF RECOMMENDATION

*THE ROI WAS COMPUTED UTILIZING SALES TEAM-PROVIDED DATA. DISTINCTIVE DISCOUNT CODES FOR THE AUDIENCE OF INFLUENCERS WERE ISSUED TO PROSPECTIVE INFLUENCERS FOR ANALYTICAL PURPOSES AND SALES TRACKING.

^RECOMMENDED AND DELIVERED AN ABOUT US PAGE WITH SEO-ENHANCED CONTENT FOR A BETTER SEO RANKING.

INTERNSHIPS

SITARA FOODS



CONTENT MARKETING FOR ONE OF THE SUBSIDIARIES [DESIYAARO.COM](https://desiyaaro.com)
(OPERATIONAL IN THE USA & EUROPE)*

SOCIAL MEDIA & EMAIL MARKETING, MAINLY FOR THE PRIMARY BRAND SITARA FOODS. THE AVERAGE CLICKTHROUGH RATE FOR EMAIL MARKETING CAMPAIGNS ACHIEVED WAS AROUND **9-16%**.



LETTER OF RECOMMENDATION



MARKETING COLLATERALS

*OPERATIONS UNDER THE BRAND NAME DESIYAARO HAVE BEEN SUSPENDED SINCE AUGUST 2022 AND HAVE NOW TRANSITIONED TO THE PRIMARY BRAND, SITARA FOODS.

^DUE TO THE SUSPENSION OF THE BRAND, THE BLOGS ARE CURRENTLY UNAVAILABLE ONLINE. THEREFORE, I AM PROVIDING SOME SAMPLES OF OFFLINE VERSION OF MY WORK.

VOLUNTEERING

MOBBERA FOUNDATION



LED A TEAM OF FIVE VOLUNTEERS AND ACTIVELY CONTRIBUTED TO NUMEROUS EVENTS AND ORGANIZATIONAL DECISION-MAKING PROCESSES AIMED AT FOSTERING POSITIVE CHANGE WITHIN AND BEYOND THE LGBTQIA+ COMMUNITY IN INDIA.



LETTER OF RECOMMENDATION

OTHER EXPERIENCES

STUDENT RESEARCHER

REACH ALLIANCE RESEARCH PROGRAM



I'M THRILLED TO BE ONE OF 16 UNIVERSITY OF MELBOURNE STUDENTS CHOSEN TO JOIN A PRESTIGIOUS RESEARCH PROGRAM FUNDED BY THE UNIVERSITY! THIS PROGRAM IS PART OF THE REACH ALLIANCE, A GLOBAL COLLABORATION OF 8 UNIVERSITIES TACKLING CRITICAL CHALLENGES.

OUR FOCUS? SEMILLAS DE APEGO, A COLOMBIAN PROGRAM THAT PROVIDES PSYCHOSOCIAL SUPPORT FOR CAREGIVERS OF YOUNG CHILDREN AFFECTED BY VIOLENCE AND DISPLACEMENT. I'LL BE TRAVELING TO COLOMBIA TO CONDUCT ON-THE-GROUND RESEARCH AS PART OF A CASE STUDY. WE'LL BE UNCOVERING THE PROGRAM'S MOST EFFECTIVE STRATEGIES FOR INCREASING ACCESS TO THIS VITAL SUPPORT. IT'S AN INCREDIBLE OPPORTUNITY TO MAKE A REAL DIFFERENCE IN THE LIVES OF THESE CHILDREN AND FAMILIES.

MARKETING COLLATERALS

THIS DOCUMENT FEATURES A SELECTION OF MY PUBLISHED GRAPHIC COLLATERALS FOR VARIOUS CLIENTS. WHILE THESE EXAMPLES DO NOT ENCOMPASS THE ENTIRETY OF MY PORTFOLIO, THEY SERVE AS A REPRESENTATIVE SHOWCASE OF MY WORK.

 [PORTFOLIO](#)

 [LATEST CAMPAIGN](#)

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THANKYOU!

धन्यवाद !

आभार !

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Thankyou in all the languages I speak

ENGLISH, HINDI, MARATHI, TELUGU