

Sujeetkumar Kadam

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SUMMARY

Marketing strategist with global experience, blending brand storytelling, consulting, and data-driven growth

EDUCATION

Master of Management (Marketing)

University of Melbourne

Jul 2023 - Jul 2025

Melbourne, Australia

- Merit-based Government of India **Scholarship recipient** (\$100K+, Top 125 nationwide)
- **Exchange Semester:** Erasmus University Rotterdam (Entrepreneurship & AI/ML for Strategy)
- Ranked top 10% globally in Harvard & Capsim Business Simulations.
- Melbourne Plus Grant recipient – international field research in South America (Colombia).

Bachelor of Business Administration

Osmania University | 8.47 CGPA

Jul 2019 - Jun 2022

Hyderabad, India

- **Thesis:** Digital Engagement Trends - Data-driven analysis (Distinction)
- Active in Debate Club, Marketing Society, and student leadership

DIGITAL MARKETING EXPERIENCE

Marketing and Client Solutions Consultant

Tetramind Asia, (6 months Full-time, pre-masters)

Jan 2023 - Jun 2023

Hyderabad, India

- Drove growth for multiple clients (tech, hospitality, healthcare) by optimizing targeting, messaging
- delivered 65% more qualified leads, 520% ROI, 40% lower CAC, and managing \$20K+ ad spend
- Designed end-to-end campaign strategies (creative briefs, media mix, funnel design)
- Led an 8-person cross-functional team to deliver end-to-end campaigns

Marketing & Client Relationship Assistant

G'day Broadcast Agency (15 hrs/week, Part-time during studies)

Dec 2023 - Feb 2025

Melbourne, Australia

- Converted inbound leads, managed client relationships post-sale, and coordinated strategy & execution
- Drove multi-channel campaigns that boosted brand reach by 50% and improved email CTR by 22%, contributing to 35% revenue growth (~100k AUD) across 3 key accounts

RELEVANT PROJECTS & INTERSHIPS

Management Consulting Project (CX Strategy)

BYD Australia (Academic)

Feb 2024 - Jun 2024

Melbourne, Australia

- Co-developed a customer experience strategy that lifted NPS by +15%, presented directly to BYD Australia's COO and Marketing Director
- Collaborated with 5 engineering students to solve customer engagement challenges, bringing a marketing lens to a tech-heavy team.

Researcher

Reach Alliance (University of Toronto & UniMelb), Colombia field project

Mar 2024 - Aug 2024

- Led field research in conflict-affected Colombian communities, gathering qualitative and quantitative insights on psychosocial support programs
- Co-authored and published a case study, informing NGO and government policy recommendations
- Presented key findings at the Global Researchers Conference, Toronto, to academic and industry leaders

Market Researcher

EY Sweeney

Oct 2024 - Dec 2024

Melbourne, Australia

- Analyzed 10,000+ commuter datasets with Public Transport Victoria; research informed annual tracking, service planning, and fare considerations.

Internships

- **Suganda Skincare (2022)** - 155% brand reach via partnerships with 40+ global micro-influencers
- **Sitara Foods (2021)** - 40K+ social engagement and email CTR by 25% via campaign optimization

AI & DIGITAL INITIATIVES

- Designed and developed personal portfolio (www.mrkadam.tech) using AI coding tools; built site end-to-end without prior programming experience
- Created n8n + GPT automation agents (job tracker, content calendar, email parser), reducing manual workload by ~85% weekly

VOLUNTEERING & COMMUNITY ENGAGEMENT

Marketing Officer (Volunteer) at Queer Commerce Club

May 2024 - Nov 2024

Lead Marketing Volunteer at Mobbera Foundation

Jun 2021 - Nov 2022

SKILLS & CERTIFICATIONS

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

Consulting & Strategy: Stakeholder Engagement | Client Advisory Financial Modelling | Go-To-Market

AI & Automation: GPT API, N8N/MAKE workflow automation, AI-assisted coding

Certifications: Melbourne Plus (Innovation & Sustainability Advocacy), Digital Marketing Manager (NI-MSME)

Languages: English (Fluent), Hindi (Native), Telugu (Native), Marathi (Native), Dutch (A2)