

Pasupureddy Thilak Tejaswini Vardhan Kumar

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CAREER OBJECTIVE

Results-driven marketing professional with expertise in SEO, social media management, content marketing, and performance marketing, combined with a strong passion for visual storytelling through photography and videography. Skilled in executing data-driven digital campaigns, brand storytelling, and community engagement, leveraging creative content to enhance brand visibility. Experienced in corporate shoots, short film production, and social media content creation, bringing a unique blend of analytical thinking and creative direction to drive impactful business growth.

EDUCATION

Bachelor of Business Administration (B. B. A)

Aditya Degree & P. G. College, Surampalem
CGPA : 8.81

August 2022 – April 2025

Intermediate (M. P. C)

Sasi Junior College, Rajamahendravaram
Percentage : 94%

June 2020 – May 2022

10th Grade (S. S. C)

Sri Chaitanya E. M. School, Rajamahendravaram
Percentage : 100%

June 2019 – May 2020

INTERSHIPS

Marketing Intern

Acuvate Software Pvt. Ltd | Madhapur, Hyderabad.

December 2024 – March 2025

- Revamped all blog pages and landing pages, aligning them with SEO best practices, resulting in a 120% increase in active users.
- Led the end-to-end execution of webinar promotions using third-party platforms: handled platform selection, deal closures, event optimization, and lead tracking, securing 250+ registrations from targeted industries.
- Directed and participated in podcast production, client shoots, and website content creation, enhancing brand storytelling and visual identity.
- Managed company social media accounts and expanded community engagement across LinkedIn, Medium, Reddit, and Quora to strengthen thought leadership and brand visibility.
- Assisted in setting up or optimizing email marketing campaigns for nurturing leads from webinars and blogs.

Social Media Marketing Intern

Pi Cancer Care (A unit of Solvprob Innovations Pvt. Ltd) | Gachibowli, Hyderabad.

May 2024 – June 2024

- Curated content calendars to ensure consistent and timely publication of marketing materials across all domains, increasing content output by 30%.
- Monitored and managed social media accounts, responding to comments and messages to maintain engagement, increasing the engagement 330%.
- Assisted in executing performance marketing campaigns, including creating and managing Meta ads for PI Cancer Care, Meera Charitable Trust, and Dr. Bharat Patodiya, leading to a 40% increase in ad reach.
- Participated in client meetings and site visits, maintaining communication with 10+ key clients to ensure high satisfaction and engagement.

Community Manager

Copy.ai | Remote

February 2023 – March 2023

- Initiated and moderated community, increased 150% of community interaction.
- Analyzed and reported on key performance metrics, contributing to data-driven decision making.
- Identified target audience and cold messaged over 100+ copywriters.

PROJECTS

Social Media Manager (Freelance)

Staid.ai | Remote

February 2024 – May 2024

- Managed and grew social media presence for Staid.india, achieving 200 followers to 3000 followers on Instagram within 3 months.
- Monitored and analyzed the performance of digital marketing initiatives using tools like Meta Business Suite, achieving a 250% improvement in campaign effectiveness.
- Developed and implemented a content strategy that included generating over 100 targeted keywords and scheduling 120+ posts, resulting in a 30% increase in engagement rates.
- Successfully onboarded and managed relationships with 7 user-generated content creators, increasing brand mentions by 40% and expanding content diversity.
- Planned and executed 4 giveaway campaigns, each averaging a 40% increase in participation and driving significant brand awareness and engagement.
- Actively engaged with followers, responding to over 500 comments and messages monthly to foster community interaction and enhance brand reputation.

Podcast Initiator LifeAfterAGBS

September 2023 – Present

- Successfully launched and maintained a podcast series within the college community.
- Initiated and published three podcast episodes online, covering diverse topics and featuring AGBS Alumni.
- Organized one offline event, further strengthening community engagement.
- Grew social media presence to 250 followers within a month, demonstrating various marketing strategies.
- Received positive feedback from listeners, indicating a positive impact on the college community.

POSITION OF RESPONSIBILITIES

Media Head, Finance Club Lead AADIT 2024

January 2024 – February 2024

- Shot and edited almost 6-7 reels to promote a nationwide college fest, which has a maximum reach of 50k views.
- Managed the account for a month which grew up to 400% in engagement.
- Led Finance event in the fest with 40+ students attending the event.

Joint Editor Rotaract Club Of AGBS

February 2023 – January 2024

- Made posters on occasional days for community engagement.
- Edited videos and photos for community campaigns.
- Handled Social Media account for months and grew up to 20% followers count

CERTIFICATIONS

SEO & SEO II – Hubspot Academy	January 2025
Social Media Marketing – Hubspot Academy	December 2024
Introduction to Keyword Research – SemRush	August 2024
Certificate Programme in Business, Finance and Insurance – Bajaj Finserv	March 2024
Security Operations – Tata Institute of Social Sciences	November 2023
Social Media Marketing Strategy 2023 – Udemey	January 2023

SKILLS

SEO | Paid Campaigns | Google Suite | Hubspot Marketing Hub | Social Media Management | Content Creation | Email Marketing | Social Media Marketing | Canva | MS Office | Market Research | Podcast Production | Telecalling | Cold mailing | HTML | Communication | Entrepreneurship | Time Management | Adaptability | Problem Solving | Teamwork | Creativity | Aptitude | Photography | Marketing Automation

ACHIEVEMENTS

Secured Consolation Prize in HR event of GEM conducted by **GITAM** Business School.
 Selected as Finalists among 200+ Applicants in **PROST 2023** – Startup Event conducted by Student Tribe.
 Secured third prize in **Prajna Vikhasa Pariksha** conducted by Student Federation of India(SFI).
 Secured Gold Medals in **INTSO** (Olympiad Exam) in consecutive years from 2015-2019.

OTHER INFORMATION

Hobbies : Photography, Videography, Reading Non-Fiction books, Networking, Surfing Internet.

Languages : English (*Fluent*), Telugu (*Native*), Hindi (*Beginner*).