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ABOUT ME

I'm a passionate marketing strategist who loves turning ideas into experiences. Whether it's building brands from scratch, crafting campaigns that capture attention, or leveraging digital tools to engage millions, I thrive on **making creativity measurable**. Curious, hands-on, and endlessly experimenting with new tools and AI-driven workflows, I bring energy, vision, and precision to every project I touch.

WORK EXPERIENCE

R.K.IPR Management PVT LTD – India

Marketing manager(Creative Brand Manager)

[07/01/2020 – Current]

A.R. Rahman Live in Concert (Nov 2025 – Pune)

One of India's largest music concerts

- Led digital marketing end-to-end, driving **40M+ Instagram reach** and contributing to a complete sellout.
- Managed all digital and print creatives, including artist announcements, sponsor creatives, stage branding & venue assets.
- Executed large-scale influencer marketing (50+ Pune creators).
- Ran iterative, performance-driven ads using **analytics + A/B testing** to improve conversions.
- Built **AI-powered workflows** for faster creative turnaround and campaign optimization.

Vision Thread – Art Education Program (2,000 Students)

- Managed the entire project **A → Z**, from planning to delivery across Pune municipal schools.
- Created educational and marketing materials, including a premium coffee-table book featuring student artwork.
- Coordinated all stakeholders—schools, teachers, partners, designers, vendors—for seamless execution.
- Produced **digital + print collateral** with consistent branding and clear communication.

Additional Work with RK IPR

- Designed brand-aligned creatives for cultural initiatives and partner campaigns.
- Supported social media strategy, content planning, and cross-channel execution.
- Managed both print and digital collateral to keep messaging consistent and high-impact.

Even Flow Productions – India

Website: www.theevenflow.in | **Email address:** contactus@theevenflow.in

Creative and Digital Marketing Consultant (Freelance)

[14/04/2017 – Current]

Shanta Ayurveda Hospital

- Led end-to-end digital marketing and creative projects for multiple brands.
- Executed **A → Z campaigns** across Meta Ads, content creation, website builds, SEO basics, and automation flows.
- Built **AI-assisted workflows** to speed up content and creative delivery.

Trimodal Logistics (Dubai) & Eclat Designs (Chennai) – Website Development

- Planned and built fully responsive, conversion-focused websites optimized for UX and content clarity.

Branding Projects

- **Wobbly Bear** – Children's clothing brand identity & social content.
- **Reef** – Seafood restaurant branding (deep blue & white palette) and marketing collaterals.
- **Kaaya** – Indian ethnic fashion brand naming, branding, and visual identity.
- **Latte Shack** – Brand identity and creative direction for a coastal-themed coffee shop.
- **Veritas** – Professional branding for a law and corporate consulting firm.
- And multiple other clients across lifestyle, F&B, fashion, and professional services.

EDUCATION AND TRAINING

Master of Science in Digital Marketing

Oxford Brookes University [15/01/2019 – 15/01/2020]

Address: Oxford Brookes University Headington Campus Oxford, OX3 0BP Oxford (United Kingdom) | **Website:** <https://www.brookes.ac.uk> | **Field(s) of study:** Business, administration and law: • Marketing and advertising | **Level in EQF:** EQF level 7

Bachelor of Business Administration

SRM University [06/06/2013 – 01/04/2016]

City: Chennai | Country: India | **Website:** <https://www.srmist.edu.in> | **Field(s) of study:** Business, administration and law: • Business and administration not further defined | **Level in EQF:** EQF level 6

Diploma in Audio Engineering

Amadeus Media [08/06/2016 – 18/07/2017]

City: Chennai | Country: India | **Field(s) of study:** Audio Engineering | **Level in EQF:** EQF level 4

Grade 8 Certification in Music (Theory)

Trinity College London

Website: <https://www.trinitycollege.com> | **Field(s) of study:** Music | **Level in EQF:** EQF level 4

CERTIFICATIONS

[Google, 01/12/2019]

Google Digital Garage

Mode of learning: Online

[Hootsuite, 03/12/2019]

Hootsuite Platform Certification

Mode of learning: Online

LANGUAGE SKILLS

Mother tongue(s): Tamil

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Google - Google Business, Google ADS & Google Analytics / Digital Ads / Midjourney / ChatGPT / Music composition / Brand Marketing Techniques / Search Engines / Network Marketing / Adobe Creative Suite / Digital Marketing Techniques / LinkedIn Ads