

Anudheep Sriraj

Marketing Designer

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Experience

CONTENT CURATOR, COMM & MARKETING (Sep 2023 – PRESENT) *Guild of Students, University of Birmingham*

Curating content for Guild's social presence, processing media packs for marketing events, including university elections, student well-being, and community engagement events. Handling event photography and post production for various university events.

MARKETING PRODUCTION INTERN (Dec 2022 – Jan 2023) *Shades Events, India*

Handled client relations and event production to enhance user experience for guests. Spearheaded new onboarding procedures for better client experience. Curated interactive social media campaigns

PRESIDENT, DESIGN SOCIETY (Jan 2021 – Dec 2022) *SRM University, India*

Directed design and marketing activities for the university events. Served as mentor for society members. Implemented new policies and regulations for the society, and started programmes in ties with the industries. Hosted workshops and community engagement event.

GRAPHICS & EXPERIENCE DESIGN INTERN (Jan 2022 – Feb 2022) *Ping Us, India*

Worked on branding kits, and packaging designs. Worked on marketing and advertising packs. Worked in post productions and handled social media campaigns for various clients.

DIRECTOR GENERAL, MODEL UNITED NATIONS (OCT 2019 & 2020) *Edition I & Edition II, GT Group of Institutions, India*

Spearheaded the first edition of MUN for the Institution. Planned and oversaw all MUN conferences, Handled marketing and participant engagement. Represented MUN in other international and national level organizations.

PRESIDENT, MEDIA SOCIETY (JUN 2017 – MAR 2020) *GT Group of Institutions, India*

Hosted workshops and community engagement events for society members. Worked with industry experts to craft a nuanced syllabus for the society. Served as mentor for society members. Directed design, experience and marketing activities for the institute events.

Education

INTERNATIONAL BUSINESS MSc (PRESENT) University of Birmingham, United Kingdom

VISUAL COMMUNICATION BSc (2020–2023) SRM University, India *Specialized in marketing & experience design*

Skills

Tools

Adobe XD
Adobe Photoshop
Adobe Aftereffects
Adobe Lightroom
Unreal Engine
Figma
Microsoft 365

Technical Skills

Data Analysis, Innovative Marketing, Advertising design, Experience design, Visual and Product design, Colour Theory, Photography and Videography, Copywriting, Web Design

Achievements

Rajaya Puraskar *Government of India*

Advance Project Management Certification *Google*

University Silver Medalist for Academic Achievement (2023) *SRM University*

SustainGOAL Product Development Contest (2023) *SRM University, Finalist among 250+ participants*