

ANUDHEEP SRIRAJ

MARKETING AND COMMUNICATIONS EXECUTIVE

Birmingham, UK | +44 7407007828 | anudheepsrirajr@gmail.com | [LinkedIn](#) | [Portfolio](#)

Marketing professional with 4 years of experience, who has counselled various international and regional brands. Co-founded a marketing and design studio in India with a team of 4 and acquired a roster of 30 clients in the first year. Adapts unconventional, disruptive marketing innovations, to place the product into the consumer's life seamlessly. People buy emotionally and justify it logically. Specialize in crafting emotionally resonant campaigns. You cannot sell a product without a story. I craft the story, and engineer desire with a proven ability to build compelling narratives and connect with audiences on a deep level.

AREAS OF EXPERTISE

- Marketing Strategy
- Communications
- Content Marketing
- Public Relations
- Experience Design
- Content Creation
- Data Analytics
- Project Management
- International Business

PROFESSIONAL EXPERIENCE

Communications & Social Media Manager

Suri Marketing Agency

Birmingham, UK

Sep 2024 – Present

- Led campaign strategy for 15+ B2B and consumer brands, generating 115% increase in engagement.
- Executed 60+ campaigns across Meta, Google, and TikTok, cutting CPC by 20% and lifting ROI by 35%.
- Coordinated influencer marketing and social engagement to improve conversion and audience trust.
- Analysed campaign performance weekly; optimised landing pages and ad creatives based on data insights.

Marketing Consultant

Iscicle Inc

California, USA

Jul 2024 – Present

- Executed comprehensive marketing and communications strategy, propelling Iscicle Inc.'s user base to 35K+ members while driving 25% platform engagement in one month.
- Increased platform engagement by 80% through UX-led campaigns and social brand alignment.
- Delivered 3 community safety initiatives, boosting user trust by 40% and retention by 30%.
- Rebuilt internal and partner comms systems, enhancing stakeholder alignment and growth velocity.

Communications & Marketing Executive

The University of Birmingham

Birmingham, UK

Sep 2023 – Sep 2024

- Spearheaded event planning and execution, delivering high-impact visual content, and boosting social media engagement by over 30%.
- Consulted on international marketing campaigns, focusing on international students with market research and collaboration with student leadership.
- Crafted content across multiple platforms, including articles and graphics for a thriving online community of 18k+ followers.

Creative Director & Co-Founder

Fivora Group

Bangalore, India

Jul 2022 - Sep 2023

- Co-founded Fivora, a marketing and design agency, delivering impactful solutions to over 25 clients within the first year.
- Orchestrated data-driven marketing campaigns, organically increasing brand reach by 90% and doubling ROI for multiple F&B brands, reducing project timelines by 30%.
- Revolutionized client onboarding and project management processes, increasing client satisfaction by 65% and generating quarterly cost savings of 7600 GBP while slashing overall marketing expenses by 10%.

Events & Marketing Executive

Shades Events (BBDO India)

Bangalore, India

Aug 2021 - Jul 2022

- Propelled business growth by acquiring 25+ clients, enhancing client satisfaction by 30%, and fostering strong client retention.
- Directed 30+ successful events including 6 large-scale projects, achieving 70% client satisfaction while pioneering carbon-neutral event practices.
- Optimized operations through data and AI-driven strategies, increasing company efficiency by 30% and slashing marketing expenses by 15%.

Communication & Marketing Strategist

Wisdom Academy

Chennai, India

Apr 2020 - Aug 2021

- Architected and executed a transformative marketing and communications strategy, propelling student enrolment by 30% and enhancing brand reputation by 40% annually.
- Navigated and mitigated crises during the COVID-19 pandemic, preserving 85% of positive media sentiment and increasing community engagement by 20% through strategic communication and proactive outreach.
- Reformed digital marketing, generating 300+ high-quality leads and driving significant tuition revenue.
- Cultivated a high-performance culture through impactful internal communications, boosting employee satisfaction by 25% while optimizing marketing spend annually.

EDUCATION

University of Birmingham, United Kingdom

International Business MSc (Marketing)

- Conducted research on how consumer emotions and experiences impact advertising effectiveness.

SRM University, India

Visual Communication BSc (Marketing & User Experience)

ADDITIONAL QUALIFICATIONS

- **Technical Skills:** Adobe Creative Suite, Microsoft 365 Suite, Google Workspace, Figma, Google Ads, Unreal Engine 5, Canva, Asana, Slack Notion, Meta Suite, HubSpot.
- **Other Knowledge:** Colour theory, innovative marketing, product design, web design, journalism, consumer psychology, brand psychology.