

ROSHNI AVUTHU

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ABOUT ME

Currently, a passionate branding student from SIMC with relevant experience in the industry. Endeavoring to be a Chief Brand Officer with the skills of a proficient and qualified brand communicator. An ardent seeker not only in the presentation of ideas but also in translating them into actionable insights.

EDUCATION

MBA (Communication Management)
Pursuing Sem 2
Major-Brand Communication
Minor-Marketing & Media Analytics
Symbiosis Institute of Media and Communication, Pune

UG Degree 92.25%, 2019
Villa Marie College, Hyderabad

Class XII 91.12 %, 2016
Sri Chaitanya, Hyderabad

Class X 93.15%, 2014
Silver Oaks, Hyderabad

SKILLS & PROFESSIONAL

CERTIFICATIONS

- Attained distinction in UX Design Foundation course 2019 (Interaction Design Foundation)



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Symbiosis Knowledge Village,
Lavale, Pune -412115

WORK EXPERIENCE

Naavigo Campaigns & Events, Hyderabad **October, 2019 - January, 2022**

Marketing Account Manager

- A single point of contact to the Design team, Content team, Digital marketing team, Sales team, and the Client.
- Research/Analysis of the client's marketplace, industry competitors, & current trends.
- Have overseen multiple brands and handled creation, research, and media functions.
- Worked closely with the design team as a visualizer and as an ideator.
- Managed multiple social media accounts and devised campaigns for the client's brand.
- Garnered Amul's regional sub-contract and worked with their national team in creating regional campaigns.
- Analyzing the performance of campaigns through insight measurement.
- Acquired the skill to design and ideate for website development and its UI/UX using Envato and Elementor.
- Managed advertising campaigns for national-level companies like Global EXIM Institute and Billboards India.

INTERNSHIPS

Tetramind Asia, Hyderabad - Current **November 2022**

Account Management Intern

- Responsible for conducting a brand audit to analyse the scope of improvement.
- Responsible for designing content buckets for given brands.
- Required to research and come up with new content ideas for the offline team to execute.

The Creek Planet School-Orbit Campus, Medchal **January 2022 - August 2022**

Content & Design Intern

- Responsible for creating content for Social Media platforms - Facebook and Instagram and content for official presentations.
- Responsible for designing social media posts and internal presentations of the school.
- Worked closely with the officials and was uptodate regarding the events and activities in the school.

Inspiredge Solutions, Visakhapatnam

July, 2018

Digital Marketing Intern

- Developed succinct knowledge of Search Engine Optimisation, Email Marketing, and tools like Hubspot, Mailchimp to execute the same.
- Designed and created content for email marketing campaigns.
- Assisted with website copywriting, proofing, and updating as needed.

PROJECTS

M. Venkatarangaiya Foundation, Secunderabad

October, 2022

Social Responsibility Project Intern

- Responsible for designing event posters. Worked on 'Ika Chaalu-Enough is Enough' campaign - conducted by MV Foundation.
- Responsible for analysing their research reports and designed presentations for their official meetings.
- Designed an original campaign called 'ChinniKorika' (translates to A Little Wish). Shot and edited videos for the same.
- Worked on the shoot of the Prospectus Video of MVF.

ACHIEVEMENTS

Positions of Responsibility

- Member - Branding Cell, SIMC (2022-2023)
- Member - Marketing Society, SIMC (2022-2023)

Extra Curricular

- Attended a PADI Discover Scuba Diving Program
- Hosted the graduation ceremony for the African Students Association (Telangana)
- Gave Voice Overs for Amul Telugu social media contest and for a brand's product explanatory video
- Kuchipudi - Participated in Guinness World Record (GMC, Balayogi Stadium)

Academic Achievements

- Participated in HUL LIME Season 14 organised by Hindustan Unilever Limited(HUL)
- Qualified for the Prelims round of Brandwidth organised at MICA campus as a part of MICANVAS.
- Best Presentation & Promotion Award, Strategia Villa Marie College - 2017 & 2018
- Stood First in Jamboree Villa Mela Competition - 2019
- First Position in the most popular product category Strategia - 2017