



# Anamika Sudheendran

Social Media Marketer

 Bengaluru, Karnataka, India

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## Links

 [LinkedIn](#)

## Languages

English (Fluent)

Hindi (Basic)

## About

Hi there! I'm Anamika, a civil engineering graduate from Kerala. As a kid, I used to be shy, but I gradually became more outgoing and active in extracurricular activities. I've won various competitions, including being the state university-level runner-up in both kabaddi and chess. After graduation, I tried my hand at UPSC. The experience taught me resilience, determination, and the importance of hard work. All these experiences helped me become a more well-rounded individual and gain confidence in myself and my abilities.

Later, I worked as a civil site engineer, where I managed a group of workers reporting to me which helped me improve my communication and management skills. I simultaneously started my content creation journey to tell stories and connect with my audience through Instagram reels from my personal account. During this time, I became fascinated by how brands use marketing strategies to establish a strong brand presence on social media platforms and completed a few courses online as well. With these learnings, I curated content that garnered 770k+ views with a 63% increase in viewership over a month. Afterwards, I got an opportunity as an intern in digital marketing & then to gain an in-depth knowledge in the field, I joined a Kraftshala's Content & Social Media program. Through this program, I have learned about various aspects of content marketing, including audience analysis, content strategy, and digital metrics. I am excited to apply these skills in my future endeavours and continue learning and growing in this exciting field.

So, if you're looking for a creative and passionate content creator with a strong interest in digital marketing, feel free to reach out to me. I'm constantly seeking for new chances to learn and develop in these fascinating subjects!

### BRANDS WORKED WITH

Alouj A.L & Associates

Nambiar Builders

THE MARKETING LAUNCHPAD - KRAFTSHALA

VMC Technologies Pvt. Ltd.

## Experience

- **THE MARKETING LAUNCHPAD - KRAFTSHALA | Mar 2023 - Now**
  - Selected as a part of a batch of 15+ students for The Marketing Launchpad & Completed ~600 hours of training across 12 weeks
  - Modules completed: Marketing Basics, Search Engine Optimization (Content), Blogs, Social, Copywriting, Search Ads(Copy), Influencer Marketing, Email, Reporting
  - Created copies for Social Media Ads for Auric's 'Drinking Hot Chocolate with Ashwagandha'
  - Link to Portfolio
- **Digital Marketing Intern**  
VMC Technologies Pvt. Ltd. | Dec 2022 - Jan 2023
  - Built and analyzed digital content for social media platforms like Facebook, Instagram, LinkedIn, and Twitter
  - Executed on-page SEO analysis on 15 pages of the company blogs to improve SEO visibility
  - Performed segmentation and targeting in email marketing to target potential clients & achieved a response rate of 34%
- **Site Engineer**  
Nambiar Builders | Jan 2021 - Jun 2021
  - Coordinated 60+ job sites for impacts to maintain quality standards of the construction process
  - Collaborated with 4 structural engineers and 2 architects to carry out Optimal design strategies
  - Leveraged AUTOCAD (used to create 2D & 3D drawings) to analyse layouts data, design data & carried out volumetric calculations



● **Junior Site Engineer**

Alouj A.L & Associates | Aug 2020 - Dec 2020

- Developed & updated daily & weekly project reports, ensured specifications, construction schedules & designs of a 14-storey building
- Examined analytical data & calculations to maintain accuracy in reinforcement schedules to achieve optimal design structure

## **Education & Training**

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2016 - 2019 ● **College Of Engineering Thalassery**

B. Tech in Civil Engineering,

2014 - 2015 ● **The Green Hills Public School**

12th Graden C.B.S.E,

2012 - 2013 ● **Amrita Vidyalayam**

10th Grade C.B.S.E,