

# PORTFOLIO

*Creative*



Anudheep Sriraj

# INTRODUCTION

*intro*

This portfolio showcases my skills and expertise in developing and executing effective marketing and communications campaigns, content creation, event management, copywriting, Internal communication and Social Media management.

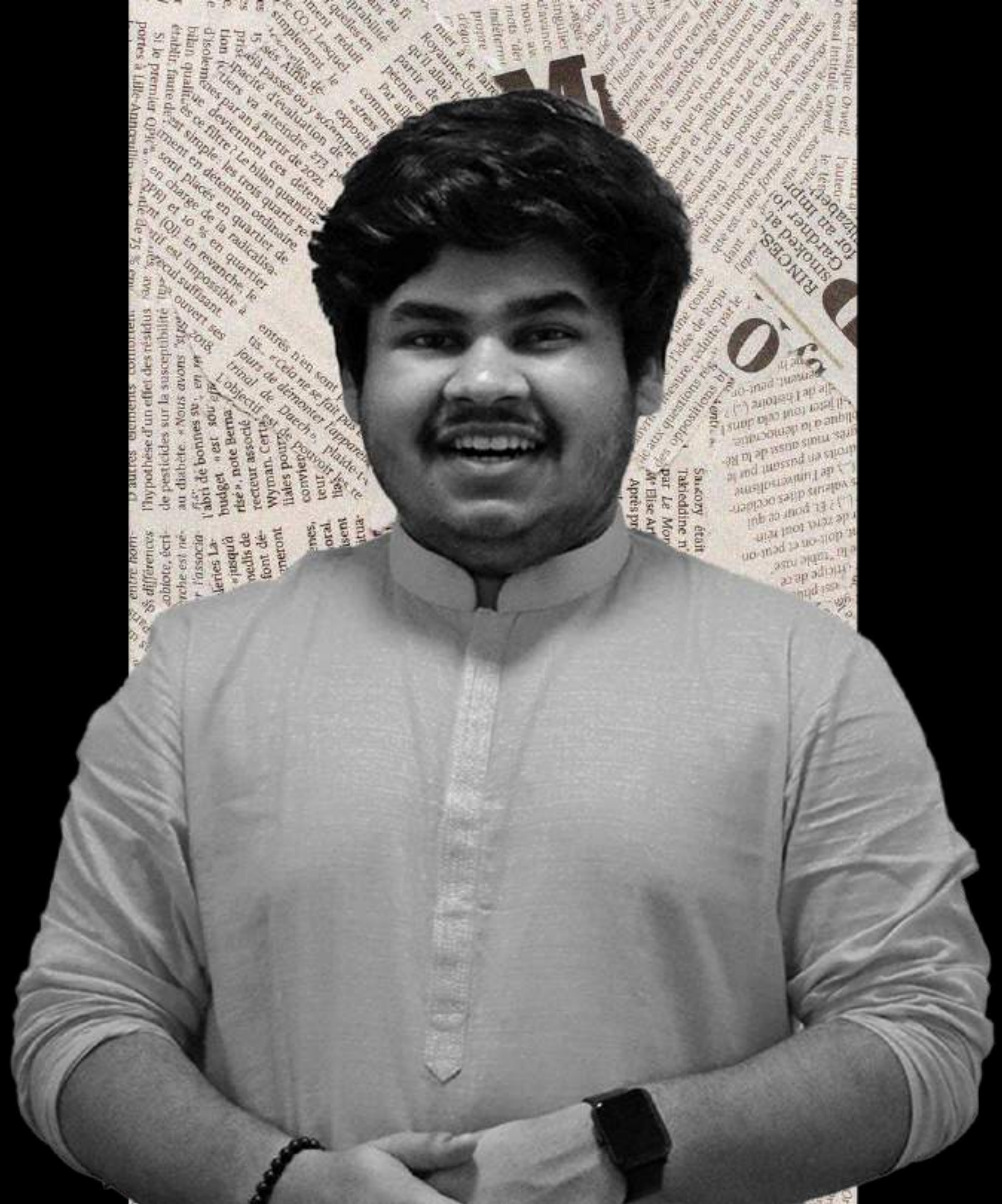


Hello, I'm

# ANUDHEEP SRIRAJ ↘

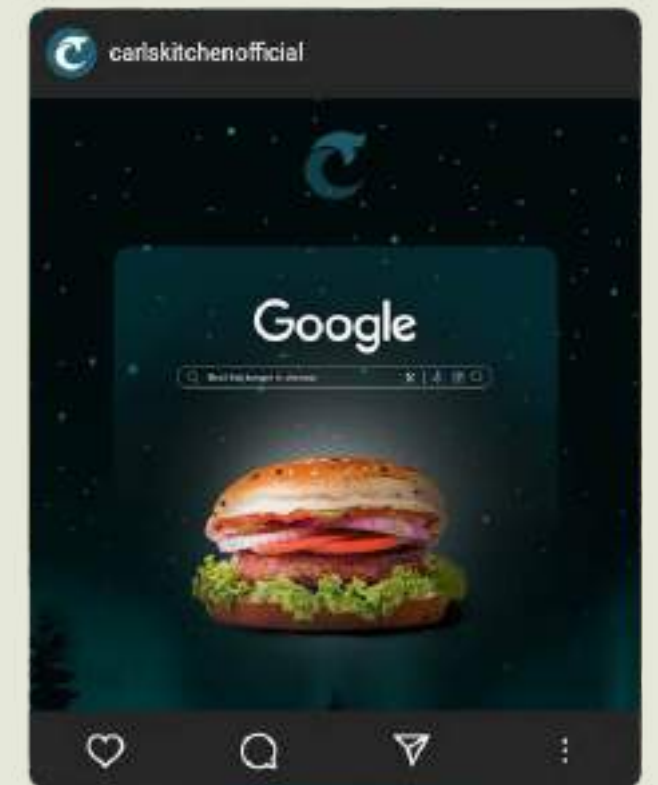
## ABOUT ME ▶▶

**Marketing and design professional** with 3 years of experience specializing in creative and emotionally resonant campaigns. Co-founded a marketing agency in India, successfully acquiring clients and delivering impactful solutions. Skilled in copywriting, storytelling, data-driven marketing, and building strong client relationships.



# SOCIAL MEDIA

CONTENT CREATION | DIGITAL MARKETING | BRAND MANAGEMENT



Working as a designer and Co-founding a marketing agency in India gave me 2 years of hands-on experience in client relations, brand management and social media interactions. With experience handling nearly 30 clients in the first year of founding Fivora, the marketing agency.

# BLOGS FOR UNIVERSITY OF BIRMINGHAM

## COMMUNICATIONS | CONTENT WRITING

During my tenure as communications and marketing executive at the University of Birmingham's Guild of Students, I wrote a lot of articles, newsletters and posts for the university's websites.



Featured on Guild of Students, University of Birmingham



[Click on the banners to open in website](#)

# OFFICER PORTFOLIOS

## BRAND MANAGEMENT | COMMUNICATIONS

The University of Birmingham's Guild of Students annually hosts elections where students vote for their representatives across various roles, including Guild President and International Officer. As part of the Guild's Communications Team, I was responsible for documenting the entire election process, from candidate campaigns to results night and beyond.

A key component of this role was creating messaging, positioning and professional portfolios for newly elected officers that would be used in internal and external communications to reflect their campaign promises.





WE DID | YOU SAID, WE DID | YOU SAID, WE DID | Y

## Education Officer

2024

**Better Accountability.  
Seamless Collaboration.  
Efficient communication.**

Officers HUB, Guild of Students  
[www.gostudent.org.uk](http://www.gostudent.org.uk)

WE DID | YOU SAID, WE DID | Y

CAMPUS FOR WOMEN | A SAFER CAMPUS FOR WOMEN

## Women's Officer

2024

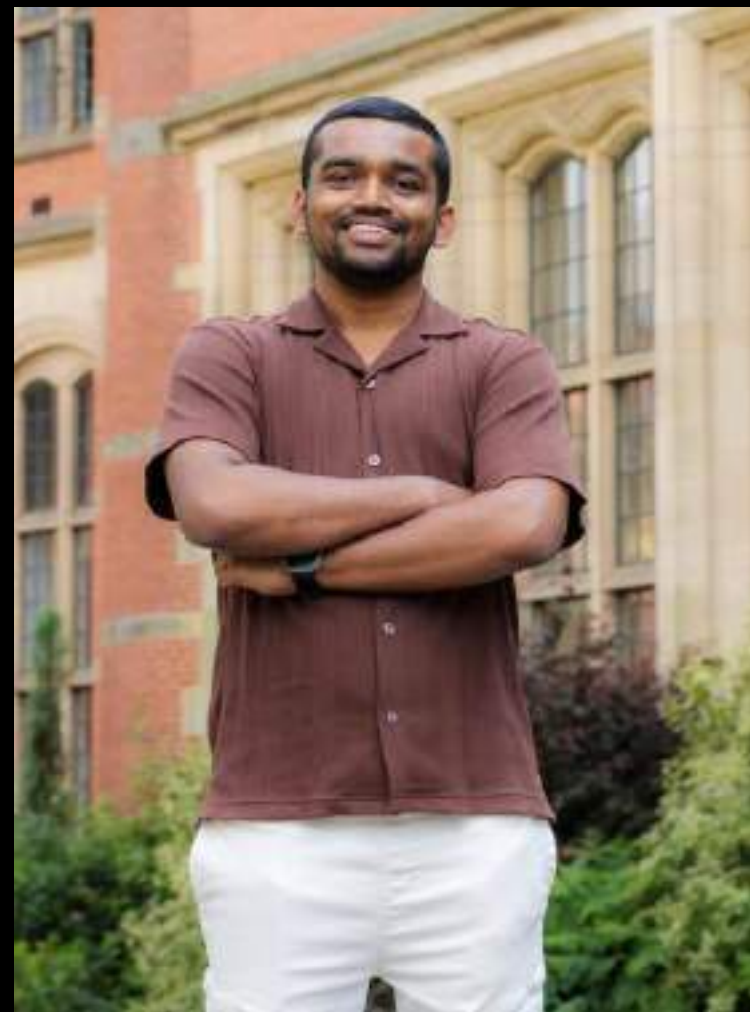
**Increased support  
for women with  
dependents or  
in abusive situations.**

Officers HUB, Guild of Students  
[www.gostudent.org.uk](http://www.gostudent.org.uk)

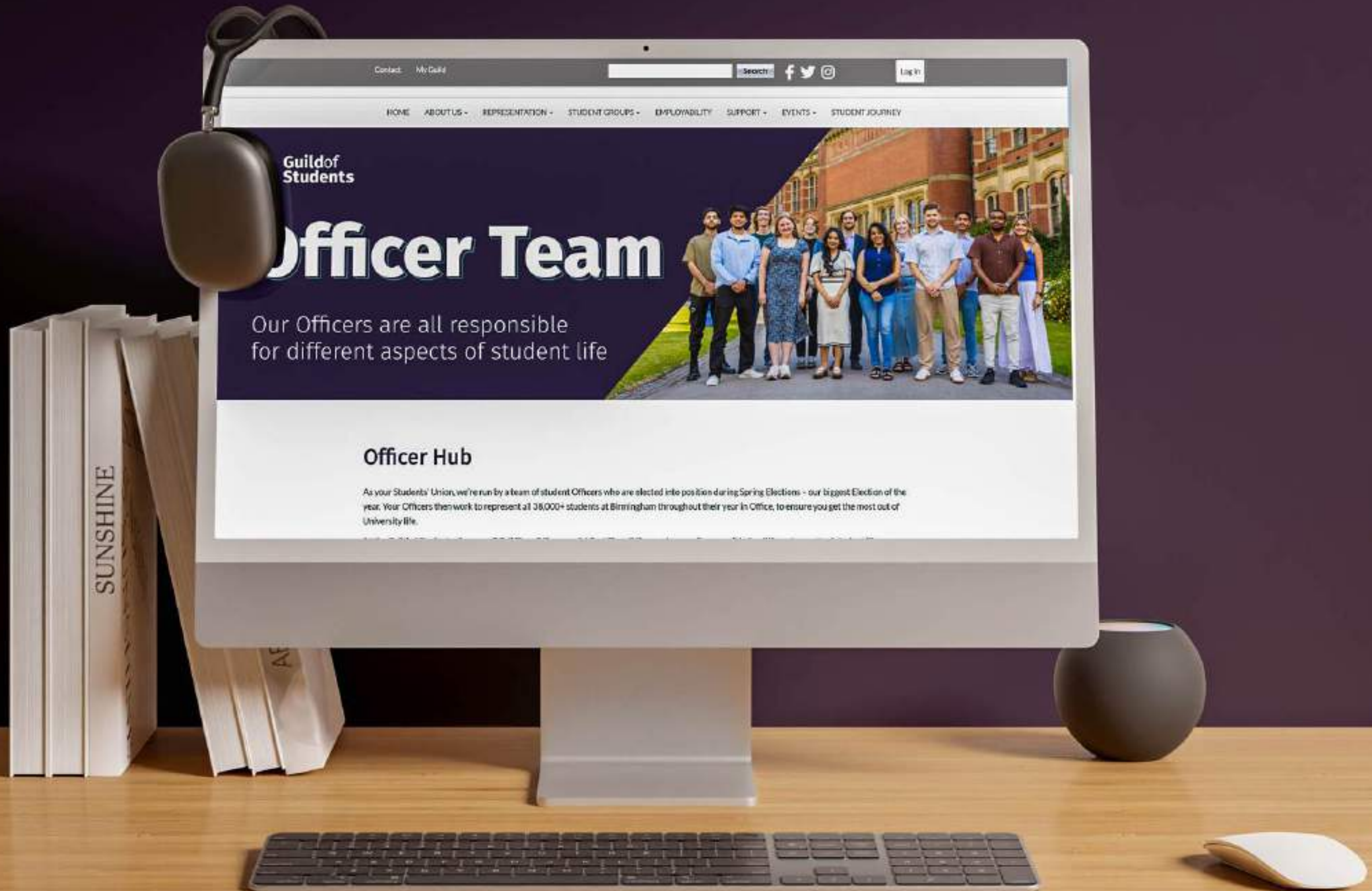
CAMPUS FOR WOMEN | A SAFER CAMPUS FOR WOMEN







Website copy, and photography, by Anudheep Sriraj





Featured on Guild of Students, University of Birmingham

## Representation

Here at the Guild, student democracy is at the heart of everything we do, giving students and researchers the opportunity to share key ideas, shape our focus and influence the future direction of the Guild and the University.



From submitting ideas that you'd like us to work on, to voting in our annual Elections there are so many ways you can get involved in democracy. Head to our Democracy Hub to see how we represent you and raise your voice.

[Visit Our Democracy Hub](#)

[View Your Officer Team](#)

[View on Website](#)

# FONDRE CHOCOLATES

BRAND MANAGEMENT | COMMUNICATIONS

This Project is submitted as partial fulfillment of undergraduate degree in visual communications and marketing.



FONDRE

#Explore  
with Chocolates  
of your choice  
fondre

[www.fondre.com](http://www.fondre.com)

Made  
with  
love.





*new, from*  
**FONDRE**

**THREE NEW FLAVOURS**  
*coming soon*

#ExploreWithFondre

#ExploreWithFondre





# IL PODERE FINE DININGS

BRAND MANAGEMENT | COMMUNICATIONS

Audiences don't read, they scan. Il Podere's social copies are oriented toward an audience with a limited attention span. Grabbing attention within an instance and delivering the message within the next.

TO  
TABLE  
*experience.*

Humble  
produces  
turned into  
something  
*magical.*

where food  
becomes an

# IL PODERE

A TANGIBLE  
& VISUAL EXPERIENCE

UNEARTHING ITS  
HIDDEN MAGIC

WHISPERS OF  
THE OLIVE GROVES

GREEN

AUTHENTICITY  
& SIMPLICITY

TRADITION  
& HERITAGE.

FEELING OF WARMTH  
AND COMFORT

MEANS "THE FARMSTEAD"  
IN ENGLISH

ROOTED IN  
AGRICULTURE & EARTH

A PROMISE OF  
ABUNDANCE.

STORY OF CENTURIES-OLD  
TRADITIONS

ESSENCE OF  
TUSCAN SANCTUARY

FRESH



where food  
becomes an  
*really fancy F.*



A Story  
Worth  
Sharing



Humble  
produces  
turned into  
something  
*magical.*

FARM  
TO  
TABLE



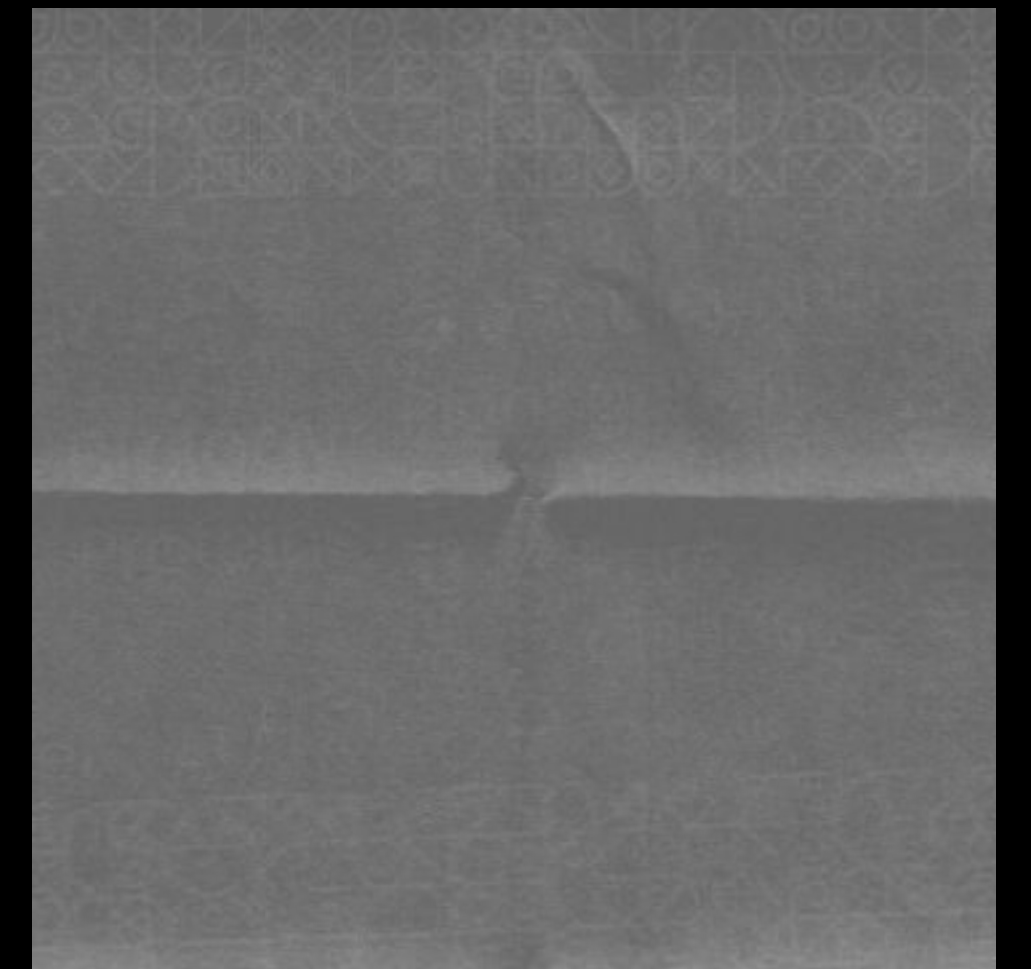
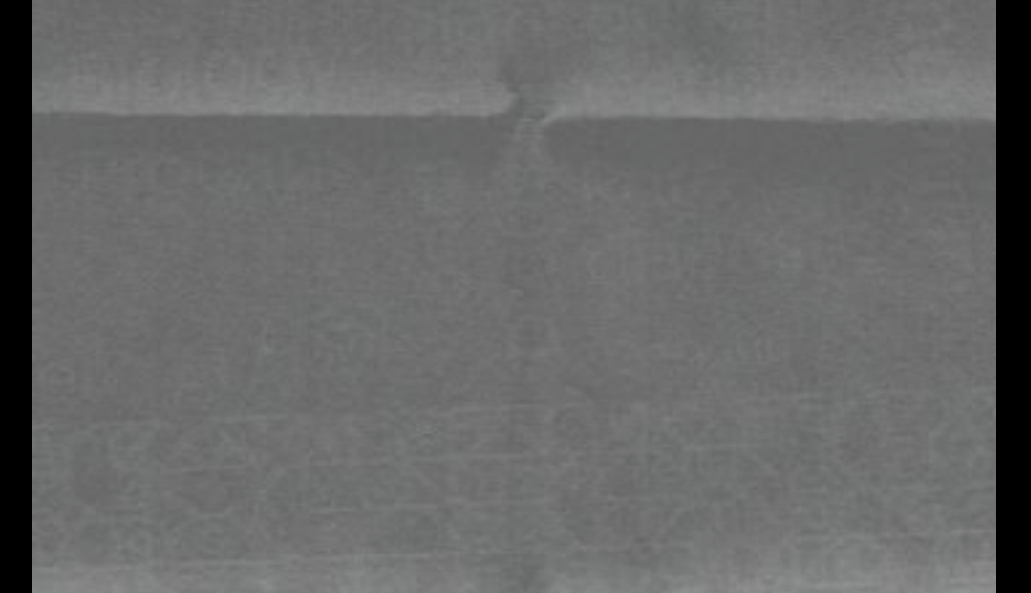
# RTGEB MEDICAL → CONFERENCE

CONTENT CREATION | MARKETING

## Challenge

Recent Trends in Genetic Engineering and Biotechnology (RTGEB) is a multi-disciplinary conference that aims to provide a challenging forum for researchers, academicians and industry practitioners to share their original research and product development experiences in emerging areas.

With Businesses recovering from COVID, SRM University asked, to market this high-demand, high-stakes event with a budget so small, that you couldn't print one whole OOH banner.



# RTGEB MEDICAL CONFERENCE

## Inspiration

Why design an entire banner? Inspired by artist [Donald Judd](#) and his unconventional canvas sizes, I designed an OOH marketing campaign that wouldn't need an entire banner after all!

## Idea

To provide the audience with more information in a tight space, I created a mysterious QR code that will take the user to the event's website. A campaign so huge, that it was everywhere, from the university's cafeteria, and study spaces to restrooms and even on people's clothes!





THE WEEKLY CHROMOSOME CONFERENCE EDITION

ISSUE NO 21 & 22: 6TH MARCH 2023

Genetic Engineering Association  
Department of Genetic Engineering

SRM  
RTGEB  
2023  
Department of Genetic Engineering  
23-24 February 2023

RECENT TRENDS IN GENETIC ENGINEERING & BIOTECHNOLOGY

The Genetic Engineering Association of the Department of Genetic Engineering, SRMIST, conducted the National Conference on Recent Trends in Genetic Engineering and Biotechnology, with enormous pride and grandeur, on the 23rd and 24th of February, 2023.

- 400+ PARTICIPANTS
- 75 PAPER PRESENTATIONS
- 35 INSTITUTES
- 20 ORAL PRESENTATIONS
- 11 INVITED TALKS
- 9 SPECIAL LECTURES
- 5 PRE- & POST-CONFERENCE WORKSHOPS
- 4 SESSIONS
- 2 DAYS
- 1 CONFERENCE
- RTGEB 2023

in /dm-genetic-engineering-85446a9f EDITORS: B.Tech GE- Manvi Shriya, Kritika Malhotra

THE WEEKLY CHROMOSOME

ISSUE NO 21 & 22: 6TH MARCH 2023

The Department of Genetic Engineering conducted a National Conference on Recent Trends in Genetic Engineering and Biotechnology (RTGEB-23) on 23.2.23 and 24.2.23 at Mini Hall-1 in Dr. T. P. Ganesan Auditorium. Prof. M. Ramya was the convenor and Dr. Satish Ramalingam was the organizing secretary of the event.

RTGEB-23 was funded by Department of Biotechnology, Govt. of India and SRMIST. Around 400 participants from 35 institutes in 7 States of India and 3 delegates from Germany attended the conference which had series of special lectures, scientific posters, paper presentations, and quiz competition based on four main themes of research fields - Plant Biotechnology, Animal Sciences, Microbiology and Bioinformatics.

The Plenary talk was delivered during the inaugural session by the Chief guest Dr. K. J. Sreeram, Director, CSIR-CLRI and a special address was delivered by Prof. M. Vairamani, Dean - School of Bioengineering. This was followed by 10 invited special lectures from various higher educational and research institutes from India and abroad.

The conference attracted private sponsors like Southern India scientific company, SRL, Synergy Scientific, ILECO, SVS, SLV, Aura and Gravity Genomics. Medi Analytica was the silver sponsor, a company of our alumnus Mr. Aditya.

75 posters were displayed and scientific ideas were exchanged through them. The winners of the competition were felicitated with prizes to encourage mutual inspiration and fruitful debate among researchers. Through this conference we have received 50 articles as submissions and are expecting more than 30 publications across the three journals namely Journal of Applied Biology and Biotechnology, Journal of Pharmaceutical sciences and ESPR.

Other than the scientific discussions, students and scholars demonstrated their extracurricular activities through fun-filled cultural events. The valedictory function was graced by the presence of Mr. Naveed, Founder & Director, SynerHeal Pharmaceuticals Pvt. Ltd., Chennai, who discussed about the tricks of becoming a successful entrepreneur.

At the end of the valedictory function Prof. M. Ramya, Head of the Department of Genetic Engineering announced that the event will be organized as an international edition in 2024 in a grander manner.

in /dm-genetic-engineering-85446a9f EDITORS: B.Tech GE- Manvi Shriya, Kritika Malhotra

## Impact

This edition of the conference saw the largest number of registrations with 18000+ Impression & 600+ participants over 3 days.



# ISCICLE INC

*branding!*

Iscicle,  
now hosting  
international  
students from  
181 countries.

ESTB. 2023



## Iscicle

Counselled, Designed Branding identity and wrote copies for Iscicle, a community for International Students that is dedicated to building the world's biggest community of International Students while solving one of the major pain points for any international student - The ability to network!

Branding Kit: [View on my Website](#)



# H1 ISCICLE

## H2 ISCICLE

### H3 ISCICLE

FFFFFF

White

99CFEF

Blue Sky

F0F9FF

Blue Sky

65B2E9

Academy Blue

0046AD

Current Blue

## #Pantone Colours

LOREM IPSUM  
LOREM IPSUM  
LOREM IPSUM  
LOREM IPSUM  
LOREM IPSUM  
LOREM IPSUM  
LOREM IPSUM

# Poppins.

18 WEIGHTS

#PRIMARY

p1: ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

p2: ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

Terms & Conditions Apply



# ISCICLE

A social platform for  
international students to  
connect, learn and  
succeed

# MISC WORKS

**COPYWRITING | CONTENT WRITING**

Others Misc. copywriting and content writing works.



MAY 2023

MAY 2023

UNSAID NARRATIVE

# THE FUTURE IS NOW

*explorers*

FALCON HEAVY  
FALCON HEAVY  
FALCON HEAVY  
FALCON HEAVY

SpaceX will be a good surprise, and Falcon Heavy is a beast

Sending anything to space at \$274k

Step into the future with SpaceX. A groundbreaking technology and innovative approach to space exploration that are bringing humanity closer to the stars than ever before. Join SpaceX's trailblazing on a journey to the cosmos and be the first to see the galaxy, history in the making. The future is now, and SpaceX is leading the way. Get ready to launch into a new era of space exploration with us. Do you have what it takes to be a part of spacefaring civilization?

© ANUDHEEP SRIRAJ

JUNE 2023

JUNE 2023

# YOU GAVE THEM THE POWER TO DESTROY THEMSELVES

CILLIAN MURPHY

EMILY BLUNT

MATT DAMON

ROBERT DOWNEY JR.

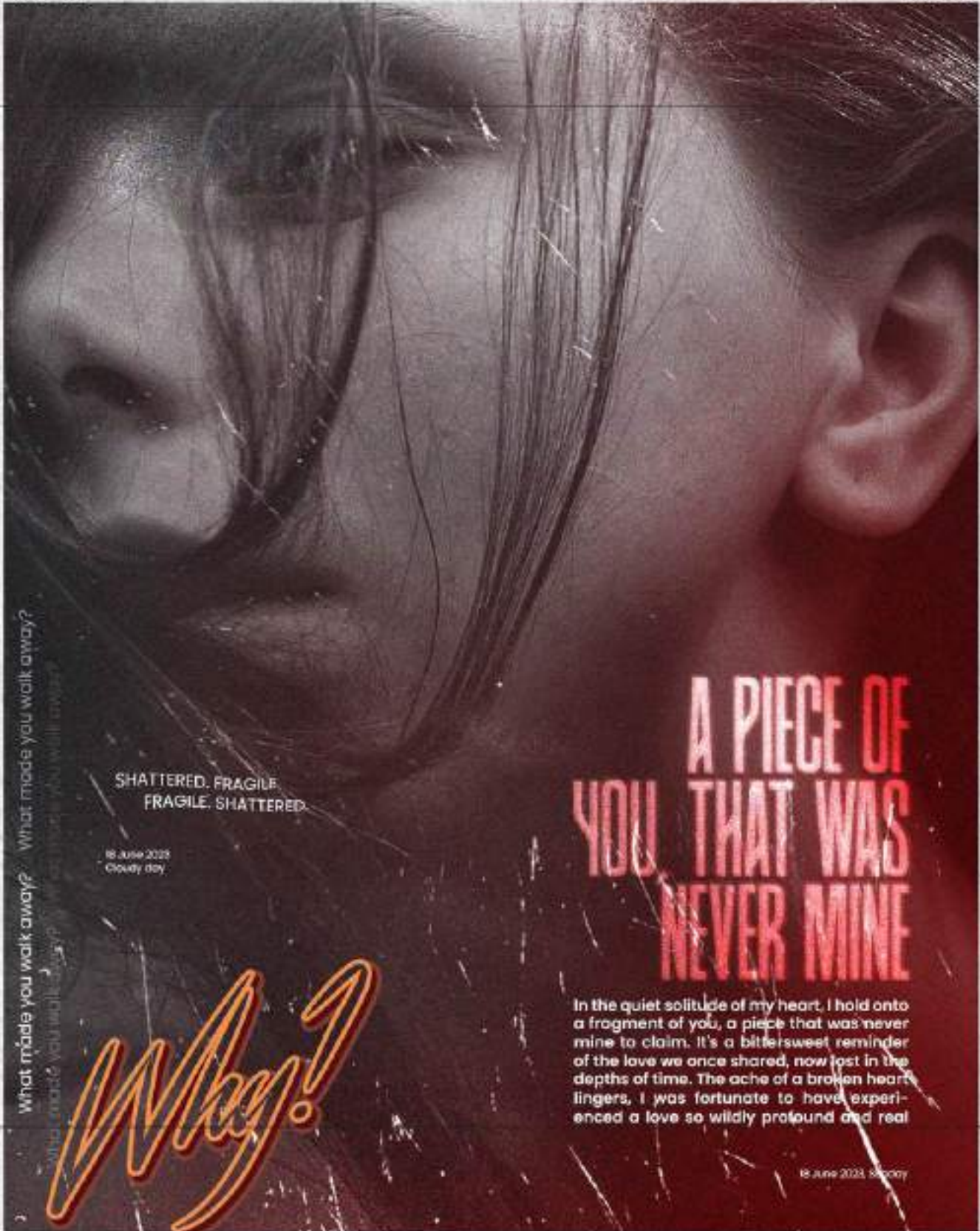
FLORENCE PUGH

A CHRISTOPHER NOLAN FILM



SHOT FOR IMAX

OPPENHEIMER  
IN THEATERS FROM 07.21.23



What made you walk away?  
What made you walk away?  
What made you walk away?

SHATTERED. FRAGILE.  
FRAGILE. SHATTERED.

18 June 2023  
Cloudy day

*Why?*

# A PIECE OF YOU THAT WAS NEVER MINE

In the quiet solitude of my heart, I hold onto a fragment of you, a piece that was never mine to claim. It's a bittersweet reminder of the love we once shared, now lost in the depths of time. The ache of a broken heart lingers, I was fortunate to have experienced a love so wildly profound and real

18 June 2023, 5:00pm

© ANUDHEEP SRIRAJ

# MIDNIGHTS

Produced by  
Jack Antonoff  
Brynn Cartelli  
Jason Szwed  
Nathan Sphar

Concepts  
Self-empowerment  
Self-reflection  
Foolishness  
Anxiety

**Theme**

Cynic  
Candid  
Confident  
Frenzied writing

Synth-pop  
Electropop  
Bedroom pop  
Dream pop

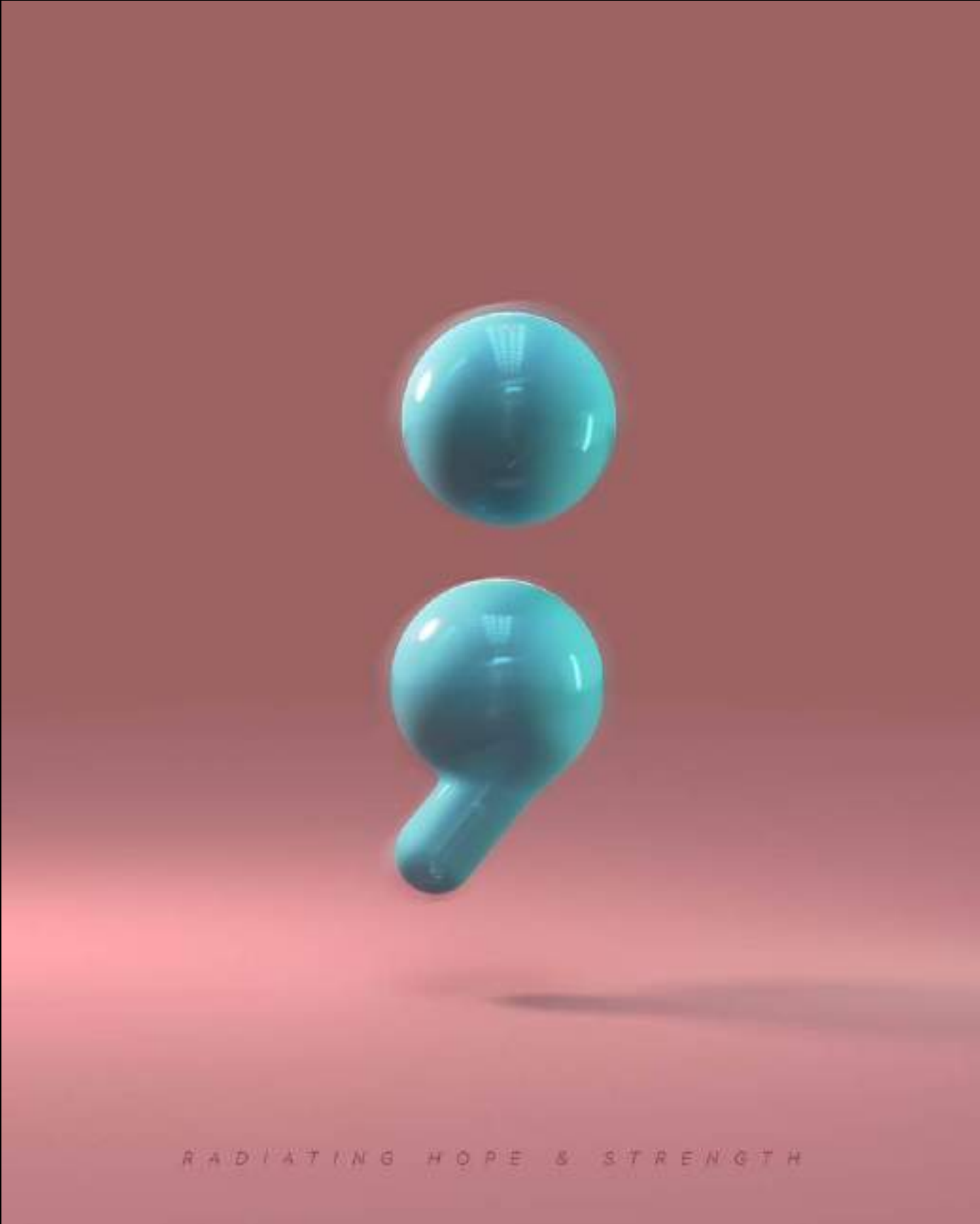
“Bits and pieces from all of Swift's eras  
Reputation's attitude  
1989's unimpeachable hooks  
Lover's heart-on-its-sleeve vulnerability  
- billboard

after-hour agonies

Taylor Swift



Did she leave my covet narcissism? Did she  
a traitor like some kind of congressman?



RADIATING HOPE & STRENGTH



cozy  
warmth  
of my own  
**existential**  
crisis.

# GUILD AWARDS 2024

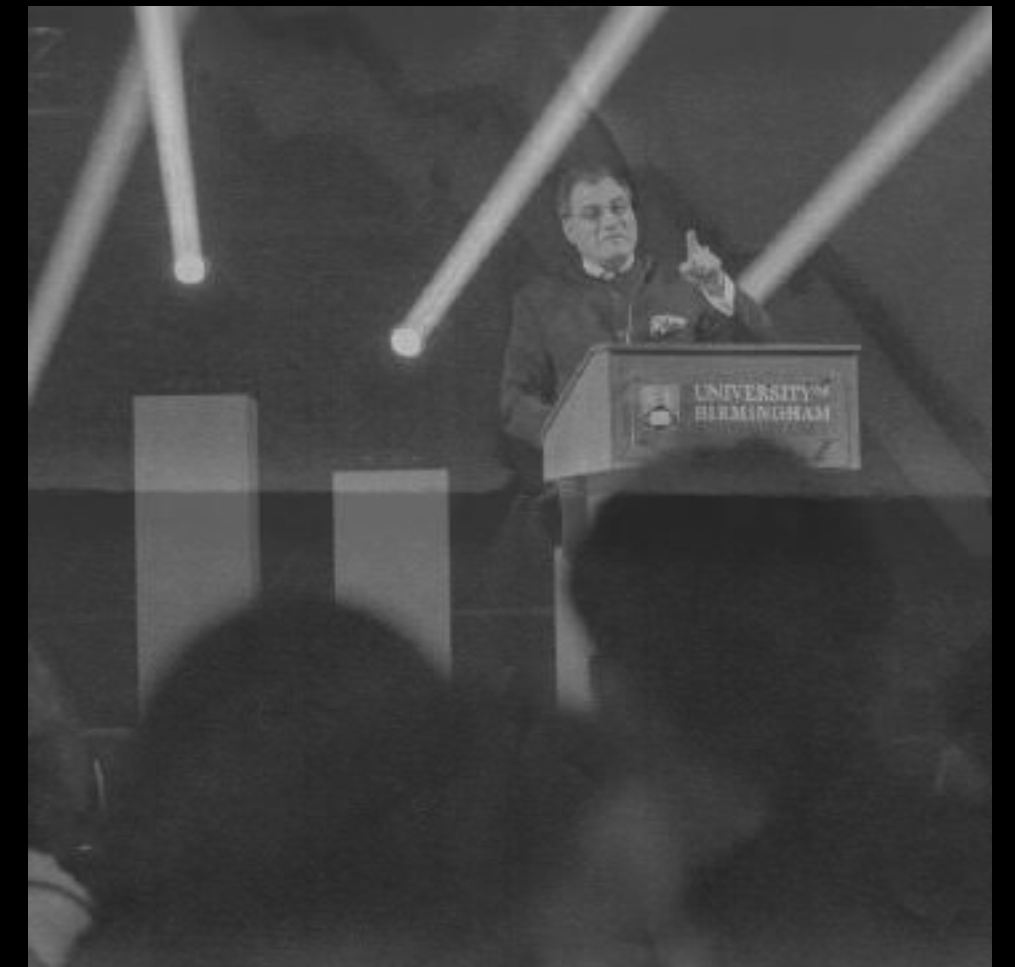
EVENT MANAGEMENT | CONTENT CREATION

## Challenge

Guild Awards, an annual awards affair hosted by the Guild of Students, at the University of Birmingham saw an all-time decline in student interest due to the cost-of-living crisis. The Guild & University was prepared to invest in uplifting this once-grand event.

## Inspiration

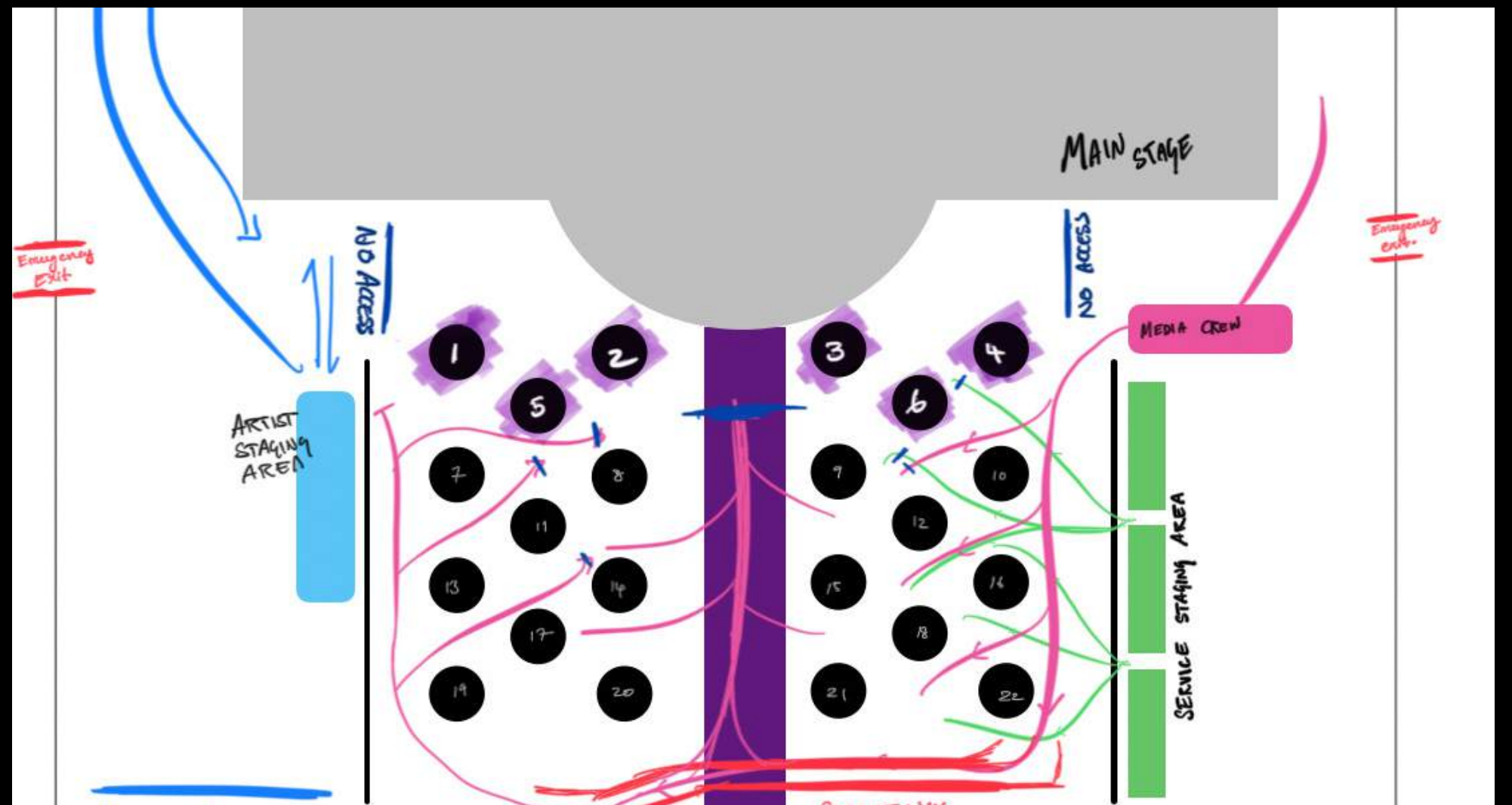
Experience Matters! Inspired by Marco Pierre White's strategy – "craft experiences rather than just giving them food", I designed an event experience that takes them on a journey rather than just an award ceremony



# Idea

I crafted a meticulous event experience in partnership with the University of Birmingham events and conferences team to tell the story of a little boy's dream to experience royalty. We used culinary experiences and performances on and off stage to deliver this. Where ultimately everyone experienced the British Royalty service.

Full album: [anudheepsriraj.com/guild-awards-2024](https://anudheepsriraj.com/guild-awards-2024)









# COMMUNITY

Breakfast



I had the privilege of managing the Community breakfast, an initiative brought to the students of The University of Birmingham to help them cope with the lurking cost-of-living crisis. The event provides free breakfast once a week to any student who shows up and also has a dedicated member of the Guild's well-being team to answer any student queries and provide well-being support





# CANAL CLEANUP

## Green Initiative



I had the opportunity to direct the Canal Clean Up. A Green initiative that brought student volunteers together in a fun and responsible event to clean up canals around the University of Birmingham and post signage about the importance of the canal's upkeep.





# TESTIMONIALS

Anudheep has been a **fantastic content creator** and **event executive** since joining the team. His skill and talent have been a **real asset**. His **positive attitude is infectious**. He made a real impression, helped us deliver a huge volume of work and **improved our product offer**.

**CHRISTINE MILBURN**

Communications & Marketing Manager  
**University of Birmingham**

It only took 2 days for Anudheep to get oriented into Ping. The team was really excited to have him onboard. Anudheep was such a **great vibe and a great addition** to the team. His skills of being a **team player, precise communication, punctuality, writing, design and marketing knowledge**, and software fluency definitely added benefit to the team!

**EDWIN J ROBERT**

Founder & Chief Executive Officer  
**Ping Us Inc**



Anudheep has shown professionalism in his work. He worked on **client relations** and **event management**. His skills in **design, writing, management** and **marketing** are **meritorious**. His **research** and **presentation skills** are **deep-rooted**. He has a knack with the clients. **Clients love him.**

**PRIYANKA ROY**

Founder & Principal Architect  
**Shades Events**

# **ANUDHEEP SRIRAJ**

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