

# Abhirami Rao

## WORK EXPERIENCE

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### MAD Street Den

Chennai, India

#### *Content Marketing Associate*

- Conceptualised and owned Vue.ai's social media content calendar and strategy (X, Instagram, LinkedIn and YouTube).
- Initiated and crafted the production of [Vue.ai's LinkedIn Newsletters](#); grew it to ~2000 subscribers in 2 months.
- Collaborated with cross-functional teams to strategise and develop content that supported marketing initiatives, product launches and thought leadership; increased cross-functional content creation by 30%.
- Generated high-quality and compelling content with SEO articles, blog posts, and social media content and developed creative ideation briefs for larger campaigns.
- Presented monthly and quarterly content marketing reports that analyzed metrics, cross-functional goals, and maintenance of brand voice and tone.

### Hibiscus Foundation for Social Welfare

#### *Content Officer, Head of Content*

- Led and managed a team of content writers, and the HSFW content calendar (website and social media).
- Developed a content guidebook to help existing and new writers understand brand voice and tone.
- Boosted design thinking and Instagram reels to enhance content engagement; led a 30% increase in audience engagement.
- Represented HFSW at several UN-affiliated Youth Forums and Conferences.

### Sakshi NGO

India

#### *Content & Communications Executive*

- Revamped social media content strategy for Sakshi NGO and The Rakshin Project, resulting in a 40% increase in engagement metrics and a 20% growth in follower count.
- Incorporated new outreach strategies which resulted in a 30% increase in audience engagement for volunteer programs.

## EDUCATION

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### M.O.P. Vaishnav College for Women

#### *Bachelor of Arts in Journalism (Arts & Culture Specialisation)*

### Oxford University Continuing Education

#### *Cultural Studies (Art & Literature)*

## MEDIA EXPERIENCE

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### Multiple Media Outlets

India

#### *Arts & Culture Journalist*

- Produced several pieces - field reporting, interviews, in-depth analysis, feature segments and reviews.
- Bylines in [Arts Illustrated](#), [The Hindu](#) and [Thaen X](#).

## LEADERSHIP EXPERIENCE

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### An Unexplored Mic

#### *Co-Founder & Producer*

- Organized and produced over 5 showcases and solo shows for emerging and young artists, providing them with valuable performance and feedback opportunities.
- Identified and mentored emerging artists, helping them build their public presence through strategically planned performances.

