







# Sujith G B

Digital Marketer, Technologist  
Anna University | Graduate June 2022

[linkedin.com/in/sujithbaskar](https://www.linkedin.com/in/sujithbaskar)   
[+91 6380955383](tel:+916380955383)   
[sujithgb10@gmail.com](mailto:sujithgb10@gmail.com)   
[Bengaluru, India](#) 

## About me

- An ambitious and detail-oriented digital marketing enthusiast skilled in email marketing, eager to expand and refine digital marketing knowledge through continuous learning and development. Proven track record of increasing engagement, boosting brand awareness, and generating revenue through strategic data-driven campaigns. Adept at collaborating with cross-functional teams and leveraging diverse skills from engineering, data analysis, and communication to solve complex problems and deliver exceptional outcomes.
- My track record includes successful independent and team work, highlighted by my leadership in various events and receiving the Best Secretary Award from Anna University.

## Professional Experience

### Email Marketing Specialist - Wikiprospects, April 2023 - Present

Throughout my nine months as a Marketer, I've had the privilege of navigating a dynamic landscape and collaborating with cross-functional teams to orchestrate and manage multifaceted marketing campaigns.

- Achieved **KPI goals** by attaining open rates and CTR above industry standards.
- Devised **various email strategies** to achieve performance goals in brand awareness and service/product marketing for diverse clients.
- Worked within budget parameters to **develop and implement marketing strategies** by analyzing key data points and customer demographics including automated email sequences.
- Assisted the content creation team in **generating dynamic content** for A/B testing and identifying the most effective methods to reach customers.
- **Collaborated with design, sales, content teams**, and other stakeholders to enhance relevant customer reach.

### Freelance Video Editor, 2021 - Present

- Crafted high-impact ad project sequences for social media, driving conversion uplift.
- Woven engaging narratives for YouTube channels, boosting views by 25%.
- Mastered diverse formats: docs, explainers, product demos, and more.
- Collaborated with clients to translate visions into captivating visuals, exceeding expectations.

## Education

- **Under Graduate:** Anna University, AC Tech Campus, Chennai | Aug 2018 - June 2022  
Bachelor of Technology, Petroleum Engineering and Technology | **CGPA: 7.9**
- 12th Board - Holy Cross High School, Tamilnadu | Aggregate - 87.9% | 2018
- 10th Board - Jayarani High School, Tamilnadu | Aggregate - 94.4% | 2016

## Hard Skills

- Google Ads | PPC
- Email Marketing
- Campaign Execution
- Google Workspace, Google Analytics
- MS PowerPoint
- MS Suite
- Adobe After Effects, Premiere Pro
- Event Management
- Power Bi
- Power Automate

## Soft Skills

- Communication - English: C1 (CEFR)
- Critical Thinking
- Problem-Solving
- Adaptability and Flexibility
- Strong research and Analytical skills
- Passion for digital marketing
- Leadership
- Management
- Market Research

## Internship

---

1. **Goldman Sachs** - Virtual Experience program by Forage

2. **Tata - Data Visualization**: Empowering Business with Effective Insights by Forage.

**Description** - This virtual internship program included the following tasks, Framing the Business Scenario, Choosing the Right Visuals, Creating Effective Visuals, Communicating Insights and Analysis.

## Honors

---

**Position and Affiliation** at Anna University, Chennai.

- In 2019, I served as the **Joint Secretary** for the Student Association and Arts Society at AC Tech, Anna University in Chennai.
- In 2022, **Secretary, Technical Head and Design head**, Student association and arts society, AC tech, Anna university, Chennai | 2022
- Co-ordinater in PETROVISION - 2020, 2022
- Member of ROTRACT Club and made a Rally in Adyar for Health awareness | 2019
- Member of Youth Red Cross | 2019 - 2020

## Extra-Curricular Achievements

---

- I've **managed various events**, from college gatherings to government functions, gaining key skills in stakeholder understanding and negotiation. I also interned at a leading event management firm in Chennai, where I learned all aspects of event management, including data-driven decision-making using Excel and Power BI.
- In my role as a secretary, I successfully **headed a 20-member team** for our cultural event and efficiently managed sponsorship funds of 15 lakhs to ensure the event's on-time success. I showcased **strong teamwork and collaboration skills** while working with my colleagues.
- Playing **chess at competitive levels** has been instrumental in honing my analytical skills, strategic thinking, and problem-solving abilities.
- Participated in district-level weight lifting competition.

## Projects

---

- Project on "Efficient Manufacture of Phenol formaldehyde" through continuous vacuum distillation, Anna University, Chennai.
- SEMINAR presented on "Floating Production Storage and Offloading"
- Workshop on "Process Design Engineering in Gas and Oil Industry" in ACT Campus, Anna University. (2019)

## Language

---

- English (Full Professional Proficiency)
- Tamil (Native or bilingual proficiency)
- Kannada (Elementary proficiency)