

SAPTAGIRISH SRIRANGAM

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MARKETING STRATEGIST AND BRAND CONSULTANT

I don't just create marketing campaigns - I build brand legacies. My passion lies in challenging the status quo, crafting narratives that stick, and executing marketing strategies that redefine industries. From launching 6 successful products, to scaling national brand campaigns across 80+ universities, to executing 90+ experiential activations, I thrive in high-stakes environments where creativity meets performance. I believe true marketing success isn't just measured in engagement, but in lasting cultural impact.

EXPERIENCE

URBAN YOUTH INTERN, WORK INC. – BOSTON, MA

Jul. 2024 – Aug. 2024

- Directed a team of 4 interns to implement DEI initiatives across 11 Boston neighborhoods, enhancing community engagement by 25%.
- Represented Work Inc. at the Massachusetts State House for the Annual Summit of Urban Youth Collaborative Program.

BRAND DEVELOPMENT INTERN, THE HIGHLANDER GROUP LLC. – FRAMINGHAM, MA

May 2024 – Jun. 2024

- Launched 3 branding campaigns, increasing social media engagement by 30% and capturing a younger demographic audience.
- Boosted market penetration by 11% across 4 Massachusetts towns for Verizon through tailored campaigns, canvassing and strategic outreach.

NATIONAL HEAD - CAMPUS DIVISION, THE GREEN MONK CO. – REMOTE IN INDIA (CONSULTING CONTRACT)

May 2022 – Jul. 2023

- Designed and implemented a national campus marketing program, expanding reach to 80+ universities in 12 states within 8 months, driving a 20% increase in brand awareness.
- Partnered with supply chain teams to design a hub-and-spoke distribution model, reducing delivery costs by \$500 per consignment and improving operational efficiency.
- Orchestrated 90+ nationwide events, boosting brand visibility by 30% and generating \$50K in earned media value.
- Directed the launch of 6 products with strategic marketing campaigns, driving \$150,000 in sales across 11 states through targeted market penetration.

PROJECT MANAGEMENT INTERN, TRANSCURATORS – NEW DELHI, INDIA

Mar. 2023 – Jun. 2023

Directed a team of 18 creative writers to deliver 1,500+ high-quality EdTech articles, meeting deadlines with a 20% productivity increase, earning recognition for "Best Project Execution."

CREATIVE ASSOCIATE, BYJU'S – BENGALURU, INDIA

Sep. 2022 – Mar. 2023

- Designed visual templates to streamline production processes, saving 7.5 hours per project and boosting team efficiency by 15%.
- Crafted instructional templates by developing comprehensive K-12 educational modules across 16 chapters in three subjects, enhancing learning outcomes and content accessibility for 3 Educational boards in India.

STUDENT MARKETER, RED BULL INDIA – JAIPUR, INDIA

Feb. 2021 – May 2022

- Served as Red Bull brand ambassador across 150+ events in 13 months, driving 25% increase in brand visibility by strategic event participation.
- Executed 4 product launches, increasing regional customer base by 26%, and earning the "Best Regional Product Activation" award with 200K+ social engagements.
- Trained distributors at 75+ locations, resolved customer queries, and analyzed surveys to develop actionable insights, boosting distributor satisfaction by 20%.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, Business Analytics and Data Management Concentration

CLARK UNIVERSITY SCHOOL OF BUSINESS – Worcester, MA

- Teaching Assistant for Entrepreneurship – Sep. 2023 – Dec. 2023, Spearheaded the development of Entrepreneurial Cell, AMA Member, Case-Solving Enthusiast with exceptional performance in Marketing Management, Organisational Leadership and Business Analytics.

BACHELOR OF ARCHITECTURE AND PLANNING

MALAVIYA NATIONAL INSTITUTE OF TECHNOLOGY – Jaipur, India

- Scored 95% in Thesis, General Secretary of the Fine Arts Society, Student Core Team Leader for Mass Communication and TEDX Designer.

SKILLS

DIGITAL MEDIA AND DATA ANALYSIS: Tableau, Power BI, MySQL, Salesforce, Google Analytics 4, SEO, Paid Ads, A/B Testing, SEO & CRO, Market Research, Consumer Insights

CREATIVE & BRAND EXECUTION: Adobe Photoshop, Illustrator, Figma, Canva, WordPress, Wix, Hostinger, AutoCAD, Twinmotion, Lumion, Brand Storytelling, Content Creation, Visual Identity & Design Thinking

STRATEGY & LEADERSHIP: Strategic Leadership, Project Management, Data-Driven Decision-Making, Stakeholder Engagement, Business Development, Market Expansion, Problem-Solving, Adaptability to AI, Creativity, Curiosity, Attention to Detail

ACHIEVEMENTS AND INTERESTS

- Awarded podium finishes in Case Competitions hosted by American Marketing Association and BCC Research, March 2024.
- Prime Minister's Trophy' - Scholarship Awardee for Outstanding Academic Performance, 2017-2022.
- Enthusiastic about Backpacking, Photography, History, Geography, Astronomy, Flora & Fauna, Digital Illustrations and Country Music.