

# Neha Pasupuleti

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## PROFILE

Postgraduate in Communication Management (PR) with hands-on experience in influencer and artist engagement, content creation, and digital marketing. Skilled in client servicing, outreach, and coordination, with a strong interest in fashion and consumer lifestyle.

## WORK EXPERIENCE

### engage4more, MUMBAI

February, 2025 - October, 2025

#### Management Trainee

- Spearheaded the Music & MC vertical, handling client briefs, artist proposals, negotiations, and execution.
- Delivered 15+ corporate campaigns, ensuring smooth artist coordination and on-ground execution.
- Scaled The Good Gobar Show from 20K to 120K YouTube subscribers through guest curation and production management.
- Orchestrated studio setup, scheduling, and logistics for podcast recordings.
- Managed 20+ exclusive artists, overseeing collaborations, brand queries, and visibility campaigns.
- Partnered with social and web teams to boost artist visibility by 40% through SEO and curated content.
- Created performance reports and content ideas to enhance artist engagement and outreach.

## INTERNSHIPS

### USANA Healthcare, Remote

December, 2024 - March, 2025

#### Content Creator, Social Media

- Led content and SEO efforts to boost visibility
- Analyzed social media data to refine marketing strategies

### engage4more, Mumbai

April, 2024 - May, 2024

#### Talent Management Intern

- Curated CRM responses for 800+ artists, ensuring accurate information and timely outreach.
- Assisted in podcast production and guest coordination.
- Boosted artist visibility through SEO-driven and social content updates.

### Rashmita Goyal (Image Consultant), Remote

June, 2022 - January, 2023

#### Social Media Intern

- Created content and implemented SEO strategies to boost brand visibility and site rankings
- Analyzed social data to refine marketing and optimize campaigns

## SKILL

- Social Media Management
- Client Servicing & Relationship Management
- Content Creation & Strategy
- SEO & Digital Marketing
- Artist Management & Coordination
- Communication & Organizational Skills

## CERTIFICATIONS

- Introduction To Microsoft Excel, Coursera '23
- Create & Design Digital Products Using Canva, Coursera '23
- Brand Marketing And SEO Tools Using Wix, Coursera '23
- How to Optimise your Instagram Account, Courseera '25

## EDUCATION

### Symbiosis Institute of Media and Communication, 2025

MBA Communication Management

- Majors: Public Relations
- Minor: Brand Communication

### Kamala Nehru College, University of Delhi, 2023

Political Science Honours

### BGS International Public School, 2020

Class I - XII

- Major: Humanities

## EXTRACURRICULAR ACTIVITIES

### Head, SIMCouture - The Fashion Circle, SIMC

2024 - 2025, Pune

### Vice President - Glitz: The Fashion Society, KNC

2022 - 2023, Delhi

### PR Member - GirlUp Ikhtiyaar, KNC (A UN Initiative Foundation)

2022 - 2023, Delhi