

PROFESSIONAL SUMMARY

Strategic Communications, Research, and Customer Experience (CX) Narrative Expert with 6+ years of continuous experience spearheading industry transformation narratives, multi-channel marketing campaigns, and generative AI content pipelines. Proven track record within research incubation hubs (COE), collaborating with analysts and consultants to decode the customer journey, architect sentiment analysis frameworks, and execute account-based marketing (ABM) initiatives. Combines deep analytical research, OSINT tracking, and behavioral psychographics to deliver sector-focused thought leadership reaching 1,000,000+ stakeholders while automating content production timelines by 80%.

PROFESSIONAL EXPERIENCE

Analyst – Digital Experiment Labs (DEL) & Centre of Excellence (COE)
Populus Empowerment Network (PEN)

March 2024 – Present

- Architected Automated GenAI Sector Narrative Engine (80% Efficiency Gain):** Engineered a custom GenAI tech stack integrating fine-tuned Gemini Gems, Hailuo agents, and node-based Freepik Spaces (achieving 80% workflow automation with prompt routing tailored to sector demands) to scale marketing communications. Slashed content production turnaround by **75–80% (<6 hours)**, establishing an organizational standard where a single operator delivers 1 complete, broadcast-ready sector narrative daily.
- Researched & Built Live CX & Audience Sentiment Analytics Framework:** As a key project lead within the DEL unit, conducted foundational research and architected a live video survey framework integrating AI sentiment analysis (facial expression and speech categorization) to map the customer journey and segregate stakeholder feedback into actionable data buckets, delivering the completed analytics protocol to management.
- Engineered Digital Stakeholder Alignment & Evaluation Tool:** Researched, designed, and solo-built a research-backed evaluation tool utilizing custom logic, multi-variable definitions, and Claude Co-Work; successfully deployed across **100+ executive respondents** for internal alignment and ideological screening, delivering a turnkey assessment framework directly to organizational leadership.
- Architected 100+ Influencer Incubator & Pilot Program:** Designed the infrastructure and a 12-month training curriculum to incubate 100+ vertical digital creators to amplify sector messaging; led a high-difficulty 2-month pilot program for 15 regional creators, achieving a **13% channel monetization rate within 60 days** and proving scalability for targeted marketing campaigns.
- Coordinated National Media Outreach for Historic Oxford University Visit:** Directed the domestic and regional media push and narrative strategy for the Chief Minister's visit to Oxford University to unveil the portrait of Thanthai Periyar; coordinated press syndication across national news networks and mobilized digital creators to break down the historical significance, dominating regional news cycles and bridging international recognition with widespread public awareness.
- Executed Data-Driven Market Disruption & Brand Narrative Strategy:** Researched and formulated targeted digital communication strategies leveraging behavioral psychographics and audience segmentation to overcome competing market dominance; successfully boosted organic reach, expanded target demographics, and aligned PR initiatives with strategic growth objectives.
- Directed End-to-End Project Management for High-Impact Sector Campaign:** Led the complete project lifecycle for a high-impact audio-visual narrative campaign challenging competing market structures; managed end-to-end studio logistics, co-authored thought leadership messaging, collaborated with cross-functional teams, and supervised digital distribution.
- Architected Decentralized Crisis Communications Infrastructure:** Within the COE research hub, researched and built a decentralized disaster communications protocol during catastrophic Chennai flooding, bridging community networks with commercial broadcasts; presented the crisis operational blueprint directly to executive leadership for statewide deployment.

Communications Strategist & Sector Research Consultant
Independent Consulting

Jan 2023 – Feb 2024

- Mega-Event Marketing & Stakeholder Management:** Served as lead communications consultant to conceptualize brand identity and host 1 edition of the Neythal Cultural Festival and 1 edition of Chennai Sangamam, managing multi-channel announcements and reaching hundreds of thousands of attendees across municipal sectors.
- Environmental Sector Research & Strategic Roadmaps:** Conducted preliminary technical research, environmental impact assessments, and strategic data analysis for the Muthoor Landfill reclamation project, synthesizing complex municipal waste datasets into actionable strategic roadmaps and thought leadership reports for public stakeholders.
- Omnichannel Brand Storytelling & PR Advisory:** Crafted multi-tier marketing communications roadmaps, compelling brand storytelling assets (bylines, op-eds), and proactive public reputation management strategies for various public figures, C-suite executives, and independent clients.

Manager – Strategic Communications & Executive PR
Buzz & Chatter

June 2021 – Dec 2022

- Directed Daily PR Operations & Executive Stakeholder Intelligence:** Managed press release production, media pitching, and rapid secondary OSINT research for a prominent MP across 10–15 daily campaign stops; synthesized speech inputs and executive briefings across **150+ annual engagements**, securing consistently positive Tier-1 press coverage.
- Statewide Launch Architecture & Partnership Announcements:** Designed overarching brand communications, narrative tone, and VIP protocol workflows for inaugural events; authored broadcast scripts and leadership updates for Chief Minister-inaugurated mega-events, aligning PR with massive public launches.

Senior Executive – Content Production (Rapid-Response Comms Unit)
Indian Political Action Committee (I-PAC)

July 2020 – May 2021

- Led High-Velocity Crisis Comms & Reputation Protection:** Promoted to lead a 3-person rapid-response team during intense market cycles; executed **50+ high-impact crisis management campaigns** under strict deadlines, slashing crisis response times by **60%** and neutralizing market opposition across digital media.

RECOGNIZED INSTITUTIONAL ENGAGEMENTS & THOUGHT LEADERSHIP

- Thanthai Periyar 146 Memorial Lecture (Consultant & PR Curator):** Engaged as event curator and dais member for the Thanthai Periyar Memorial Lecture; designed real-time crowd screening questions and interactive intellectual programming, managing large-scale internal/external engagement.
- Statewide Youth Outreach & Quiz Master (Employee/Youth Engagement):** Collaborated as a consultant with Kanimozhi Karunanidhi's core cultural team to ideate and host statewide academic competitions; served as live Quiz Master across the first 4 regional zonal championships, engaging thousands of students.

EDUCATION & ACADEMIC RESEARCH

M.Phil. in Political Science <i>University of Madras (2020–2021)</i> Research: Comparative political communication & subordinate group representation in cinema.	M.A. in Political Science <i>University of Madras (2018–2020)</i> Research: Reciprocity of morality and governance in Sangam literature.	B.A. in Sociology <i>The New College (2015–2018)</i> Achievement: Founder, D Club (Active Student Discourse Platform; Awarded Emerging Leadership).
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