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Anam Adarsh Reddy

BBA – Digital Technologies | Digital Marketing & Strategy

Hyderabad, India

+91 9550821435 | anamadarshreddy@gmail.com

PROFESSIONAL SUMMARY

Motivated final-year BBA student at Mahindra University specialising in Digital Technologies, with hands-on experience in brand development, digital marketing, and business analytics. Passionate about the intersection of Artificial Intelligence and marketing — particularly AI-powered analytics and organic search (SEO/SEM). Proven ability to contribute to real-world projects through internship experience, international academic programs, and active involvement in campus leadership and content creation.

EDUCATION

Bachelor of Business Administration – Digital Technologies 2023 – (Final Year)

Mahindra University, Hyderabad

CGPA: 7.85 / 10.0 | Specialisation: Digital Technologies with Marketing & Entrepreneurship

Higher Secondary Certificate (Class XII) – Commerce + Informatics 2023

Practices

Sadhu Vaswani International School, Hyderabad | CBSE

Percentage: 80.4% | Focus: Computers, Coding & Data Management

Secondary School Certificate (Class X) 2021

DRS International School, Kompally | CBSE

Percentage: 78.6%

WORK EXPERIENCE

Brand Development & Marketing Intern Jun 30 – Jul 25, 2025

Standard Group of Companies Pvt. Ltd. | Hyderabad, India

- Gained hands-on experience across design and digital marketing functions within the Brand Development department.
- Actively contributed to ongoing brand and marketing projects, applying knowledge of digital strategy and creative content.
- Collaborated with cross-functional team members, strengthening understanding of real-world brand management workflows.

CERTIFICATIONS & ACADEMIC PROGRAMS

AI-Powered Business Analytics (Intermediate) Jun – Jul 2025

National University of Singapore (NUS)

Online Sales Simulation – Red Bull Certificate February 2025

Red Bull

Climate Change: From Learning to Action – E-Course October 2023

UNITAR / UN CC:Learn (One UN Climate Change Learning Partnership)

Student Immersion Program – Business & Core Activities Jun – Jul 2024

Cornell University | Under Prof. Neil Tarallo

CORE SKILLS & COMPETENCIES

Digital Marketing & Strategy

SEO / SEM (Organic), Social Media Marketing, Online Advertising, E-commerce & Marketplaces, Content Strategy

Branding & Analytics	Brand Management, Marketing Analytics, AI-Powered Analytics, Advanced Analytics (Excel), Market Research
Business & Entrepreneurship	Business Strategy, Entrepreneurship & New Venture Creation, Management Consulting Methods, Research Techniques
Technology & Design	UI/UX Principles, Digital Technologies, Informatics Practices, Data Management

VOLUNTEERING & LEADERSHIP

Logistics Lead & Podcast Host – Vocalyx Podcast Club

Mahindra University | Ongoing

- Core member of the logistics team for Vocalyx, Mahindra University's official podcast club.
- Volunteered as host for key episodes featuring external guests and industry professionals.
- Engaged with clients and speakers from outside the university, building communication and interviewing skills.

Volunteer – Powerlifting Meet 2023

Event Logistics | 2023

- Led a volunteer team to set up and dismantle competition equipment including platforms, barbells, and racks.
- Coordinated event scheduling and liaised with judges and referees to ensure timely adherence to competition rules.
- Delivered strong attendee experience by addressing athlete and spectator queries throughout the event.

ADDITIONAL INFORMATION

Languages English (Fluent) | Telugu (Native) | Hindi (Conversational)

Interests AI in Digital Marketing | Fitness & Powerlifting | Entrepreneurship | Podcasting

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