

ADITYA S BONEPALLI
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EDUCATION

- Carnegie Mellon University**, Pittsburgh, PA, USA *2024*
Masters of Entertainment Industry Management
Coursework: R coding (Statistical analysis), Applied economic analysis, Applied strategic marketing, Script and Story Analysis, Organizational Behavior
- University of Mumbai**, Mumbai, India *June 2022*
Bachelor of Arts - Multimedia (Film Direction)

WORK EXPERIENCE

Founder, “BlackLuxe Media”, Hyderabad, India *August 2021-present*

- Launched this agency with a motive to handle social media marketing for brands in India. Executed talent + brand collaborations and handled video production for major brand commercials in India from multiple segments.
- Onboarded, 5000+ Influencers as Non-Exclusive Talent, 12 Exclusive Talent, and 7 Brands. Created a database to connect brands with talents for collaboration.
- Trained 4 interns in sales, 2 in finance, and 5 in marketing R, Excel, financial modeling, forecasting skills, data visualization, and building presentations, while measuring brand assets, creating a marketing strategy based on analyzing insights, and monetary flow.

Marketing Intern, “BigBang Social”, Hyderabad, India *June 2021 – August 2021*

- Increased the company’s visibility by onboarding new brands, agencies, talents, and social media influencers.
- Developed social media marketing strategy and calendar for A-Level Movie Actors and influencers, while operating Data Clean-ups on the onboarded profiles to organize and eliminate junk. Increased their fanbase on social media platforms by a minimum of 25% based on the talent, and connected them to their target audience.
- Created an appealing pitch deck for talent who had the potential to grow in their particular domains.

Founder, “Verdure Lifecoaching”, Hyderabad, India *April 2020 – July 2020*

- Onboarded certified dermatologists and fitness trainers onto the platform to increase awareness of wellness and rehabilitation by conducting one on one training sessions, seminars, and celebrity masterclasses.
- Trained interns to manage influencers and coordinate with the client regarding any issue or query, create marketing strategies based on daily insights and reach targets set by me.
- Increased the handle’s visibility on Instagram by 42%. (As per Insights by Instagram).
- Total revenue generated by the end of Q1 was 7.8 Lakhs which is 127% growth (increase in revenue) from the first month.

Social Media Marketing Intern, “Student Village”, Mumbai, India *July 2019 – March 2020*

- Conducted campaign for “Kiabza clothing” by collaborating with Social Media Influencers from Instagram and TikTok.
- Developed and implemented Social Media strategies to increase sales and generate revenue for future campaigns for the brand. Generated revenue of Rupees 3.7 Lakh under my leadership.
- Organized brand meets and administered 73 Instagram Influencers to introduce the concept of eco-friendly shopping by promoting pre-owned clothing companies.

Founder and CEO, “Warehouse Productions”, Mumbai, India *December 2018 – Feb 2020*

- Led a marketing team of 10 interns to develop and promote the company on Instagram, Facebook and amongst the elite and premium clubs from Hyderabad and Mumbai. Increased visibility by 48% through paid collaborations, and public announcements.
- Formed sales and HR department of 20 interns to sell merchandise, tickets and recruit interns with stipends. Generated revenue of 5.7 Lakhs.
- Supplied music artists to college feats and local events. Managed stand-up comedians for events at "That Comedy Club: Bandra", and "The Habitats".

SKILLS AND COURSEWORK

Computer: MS Office, R coding (Statistical Analysis), C, Canva, Adobe Premiere Pro, Adobe Photoshop

Finance: Financial Statement Analysis, Accountancy, Equity

Certifications: R Programming (Johns Hopkins University), CS50 (Harvard University), Linear Regression for Business Statistics (Rice University), Marketing Analytics (University of Virginia), Financial Markets (Yale University)

Languages: English (Advanced), Hindi (Native), Telugu (Native), Tamil (Native), French (Intermediate)

ACTIVITIES

Sports and Recent Achievements

- Swimming (Gold in Interschool Breaststroke)
- Karate (Brown 1 belt and Gold Medal in State Level Competition)
- Kickboxing (Blue Belt)
- Athletics (Silver in Interschool 200Mts)

Seminars

- Mr Public Speaker Finalist, among 949 participating colleges.
- Delegate at MAMI 2019, Jagran Film Festival 2019, India Joy 2019. Secured a position to be a part of the young critic program.