

SATYA ADITYA BONEPALLI

EXPERIENCE

FILM CAST

Netflix X RSVP Movies, Hyderabad, Telangana | Feb 2021 - Mar 2021

- Played the role of a negative character in a Netflix Original Series titled "Pitta Kathalu" directed by renowned director Nag Ashwin, produced by RSVP Movies. Ranked 5/10 by IMDb

SOCIAL MEDIA INTERN

Rowdy Clothing, Hyderabad, Telangana | Sep 2020 - Nov 2020

- Conducted 3 campaigns under my strategy.
- Increased fan base on Instagram by 27% within 2 months.
- Increased sales by 12%. Generated nearly Rupees 1.7 Lakh in sales under my leadership and strategy.
- Coordinate sales and other promotional strategies with merchandising, operations, or inventory control staff to ensure product catalogs are current and accurate.
- Reported and measured campaign performance based on the insights on Instagram and presented findings to the manager.

FOUNDER

Verdure Life Coaching (Fitness | Well Being | Skin Care | Recreational), Hyderabad, Telangana | Apr 2020 - Jul 2020

- Started collaborating with certified dermatologists and fitness trainers who are on Instagram and have more than 10k followers. The client can subscribe to their program by paying a weekly or monthly subscription fee demanded by the influencers.
- Hired interns for managing influencers and coordinating with the client regarding any issue. Hired social media interns to handle marketing and client queries as we increased our visibility on Instagram by 42% since the start (As per Insights by Instagram).
- Generation of revenue in the first month was minimal as we focused more on providing the client and influencer a transparent place to work at. The generated revenue has increased from 3 Thousand Rupees to 2.5 Lakh Rupees in the 2nd month.

SOCIAL MEDIA MARKETING INTERN (CAMPAIGN HEAD)

Student Village, Mumbai, Maharashtra | Jun 2019 - Mar 2020

- Campaigned for Kiabza clothing by collaborating with Social Media Influencers from various platforms such as Instagram and TikTok.
- Developed and implemented Social Media strategies to increase sales and generate revenue for future campaigns. Generated

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EDUCATION

UNIVERSITY OF MUMBAI Mumbai, Maharashtra

*BA Multimedia (Film Making)
Candidate (Expected graduation Jul 2022)*

FIITJEE

Hyderabad, Telangana

*High School Diploma (May 2017)
Relevant Coursework*

- Majors in Mathematics, Physics and Chemistry

OAKRIDGE INTERNATIONAL SCHOOL

Hyderabad, Telangana

High School Diploma (Mar 2015)

DAV PUBLIC SCHOOL

Hyderabad, Telangana

High School Diploma (May 2012)

ADDITIONAL SKILLS

Microsoft Office, Adobe Premiere Pro, Adobe Photoshop, Final Draft, StudioBinder

C, C++, Mac OS X

English, Hindi, Telugu and Tamil
Leadership

Commercial Awareness.
Analytical Decision Making

In-depth knowledge of the stock exchange, Accounting

Marketing Strategy. Brand

revenue of Rupees 3.7 Lakh under my leadership.

- Organized brand meets and led a group of Instagram Influencers to introduce the concept of eco-friendly shopping by promoting pre-owned clothing companies.

FOUNDER AND CEO

Warehouse Productions, Hyderabad, Telangana / Dec 2018 - Feb 2020

- Founded the company with zero capital and Organized musical gigs for various artists by collaborating with elite clubs.
- Formed and led the marketing team of 10 interns after generating revenue to promote the company amongst the most elite and premium clubs from Hyderabad and Mumbai.
- Managed business and financial affairs for clients, such as arranging travel and lodging, selling tickets, and directing marketing and advertising activities.
- Formed a Social Media team to promote the company on Instagram, Facebook. Increased visibility by 48% by collaborating with paid social media influencers. (As per Insights on Instagram)
- Formed sales and HR department to sell merchandise and recruit interns with stipends based on their performance.
- Supplied music artists to college feasts and local events. Managed stand-up comedians for events at "That Comedy Club: Bandra", and "The Habitats".

SOCIAL MEDIA INFLUENCER

Rowdy Clothing, Hyderabad, Telangana / Dec 2018 - Jan 2019

- Represented the label on social media platforms such as Instagram and Facebook, and their official app.
- Promoted the label by completing multiple tasks given by the team leader.
- Generated revenue of Rupees 78 Thousand by endorsing few products.
- Increased social media visibility by 12% as per Insights on Instagram.

CELEBRITY COORDINATOR

Colors Kannada (ಕಲರ್ಸ್ ಕನ್ನಡ), Bangalore, Karnataka / Sep 2018 - Dec 2018

- Managed a contestant for a reality show titled " Colors Super Big Boss Kannada 2018".
- Reported the assigned contestant's daily activities and task performance to the team leader to help the host with creating new tasks based on my inputs.

SOCIAL MEDIA INFLUENCER

Starbucks, Hyderabad, Telangana / Oct 2018 - Nov 2018

- Played the role of lead actor in an advertisement campaign for the promotion of a new store by offering a discount of 25% on all the purchases in the month of October.
- Completed multiple tasks on Instagram to increase sales in the month of October.

Management and development

Crafting linear and non linear, visually compelling stories.

Perceptive communicator with the capacity to engage, compel and liaise with colleagues, executives and external stakeholders.

Working effectively with others to achieve common goals.

CERTIFICATIONS

Certification in Financial Markets (Yale University)

Writing about Films (Film Companion)

Human Rights and Environment (United Nations)

Environmental Governance (UNITAR)

Certification in Animal Behavior and Welfare (The University of Edinburgh)

Google Ads for Beginners (Coursera)

Certification in Indoor Skydiving (IFLY Seattle)

International Law (IBMI)