



Anusri Subramaniam

Creative Director & Content Creator

Driven professional with 3 years of experience in various aspects of the creative industry. Well-rounded with excellent communication skills and sharp eye for detail. I have a keen interest in the digital space and seek to explore how I can expand my capabilities there. I am confident in my ability to work in a dynamic environment and produce tangible results.

Contact

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Education

- 2021
12th Grade Pass
**National Institute of Open
Schooling**
- 2012- 2018
Integrated Programme
Raffles Institution

Expertise

- Adobe Creative Suite
- Microsoft Suite
- Photography & Videography
- Digital Marketing
- Brand Management

Languages

- English (Full Working Proficiency)
- Singapore Sign Language (Level 1)
- Tamil (Native)

Experience

- **Feb 2020 - Present**
Sahur's Art Pte. Ltd.
Creative Director
 - Developed and launched Singapore's first Vegan and Cruelty Free cosmetics brand- Sahur's Art Beauty
 - Managed influencer liaison, sales and marketing across our e-commerce platforms and social media accounts
 - Conceptualised fresh ideas and created content for influencer marketing campaigns for internationally acclaimed brands such as Samsung, Dyson, Make Up Forever, Clinique & Acuvue
- **Nov 2019- Feb 2020**
Mediacorp
Assistant Producer
 - Programme: Ethiroli Season 16, aired on Vasantham
 - Responsible for the research, preparation, production and delivery of weekly episodes
 - Worked closely with camera and sound crew during shoots to maintain smooth production and stick to schedule
 - Arranged and conducted interviews and vox pops
 - Guided video editors and curated archival footage to be included in episodes
- **Aug 2019 - Nov 2019**
Toss-Ex Pte. Ltd.
Business Executive
 - Identified and developed business opportunities
 - Client acquisition
 - Ensured customer satisfaction and responsible business performance (P&L)

Other Ventures

SG Exams

Ventures Coordinator

- Spearheaded the "Our Student Dialogues" project that focused on bringing together parents, students and teachers to discuss mental health challenges and build a support system for all

Mutual Aid

Community Organiser

- Set up and managed fundraising campaigns
- Assisted members of the community to navigate bureaucratic procedures
- Spoke at panels about the concept of Mutual Aid