

Shivnarayan Chella Raghavendra

Chennai, India | Email | LinkedIn

AI Marketing Strategist — I design intelligence systems that help brands make faster, better-informed decisions using AI and cultural data analysis.

Experience

Strategic Accounts Management Specialist

Oct 2025 – Present

SocialBeat, Chennai

- Manages end-to-end AI-augmented digital operations for multiple large-scale enterprises — coordinating six internal departments across creative, production, paid media, and finance.
- Synthesises cross-platform performance data to identify audience behaviour patterns, informing campaign optimisation and monthly strategic reporting for senior client stakeholders.
- Contributed to 816K+ follower growth across Facebook and Instagram and 680M+ audience reach through Meta paid promotions across managed accounts.
- Designs and evaluates paid media strategy on Meta Ads Manager; translates data outputs into actionable brand narratives for enterprise decision-makers.

Digital Marketing Intern

2022 – 2023

Chennai Super Kings, Chennai

- Supported audience engagement and social media campaigns for one of India's highest-profile sports entertainment franchises.
- Contributed to content strategy and community management during active IPL campaign periods.

Independent Research

MA Thesis — Cultural Data and Audience Intelligence

2024–2025

University of Amsterdam

- Designed and executed an end-to-end computational research project examining how online discourse patterns correlate chronologically with real-world sociopolitical events.
- Built a full data pipeline: web scraping with Selenium, data handling with Pandas and NumPy, NLP and linguistic analysis using HuggingFace transformer models, and visualisation with Matplotlib and Seaborn.
- Demonstrated the ability to surface cultural signal from unstructured social data — directly applicable to brand audience intelligence and predictive campaign planning.

Education

MA, Cultural Data and AI

2023 – 2025

University of Amsterdam, Netherlands

BA, Communication and Media / Psychology / English

2019 – 2022

Christ (Deemed to be University), Bangalore

Skills & Tools

Data & Analysis	Python (Pandas, NumPy, Matplotlib, Seaborn), HuggingFace Transformers, Selenium
AI & Workflow	Prompt engineering, AI workflow design, ChatGPT, Gemini, Kling
Marketing	Meta Ads Manager, paid media strategy, performance reporting, campaign management
Production	Adobe Photoshop, Premiere Pro, Google Workspace, Microsoft Office
Languages	English (professional), Tamil (native), Hindi (professional)

Available to relocate to the Netherlands. Familiar with Dutch professional culture and work environment from two years of residence during MA study (2023–2025).