

RAJKUMAR

Samarasam Alagiri

MARKETING AND COMMUNICATIONS OFFICER

Creative Communications Leader with 10+ years of experience blending design, code, and media production. Proven expertise in design thinking, brand strategy, and executing data-driven digital marketing solutions.

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CAREER HISTORY

Jun 2025 – May 2026

Marketing and Communications Officer, [Heales Business Services, UK](#)

Managed full-cycle product implementation (B2B & B2C), branding, and marketing collaterals. Achievements include rebranding, prototyping medical apps, hosting corporate events, and developing brand strategies.

Jan 2024 – Apr 2025

Media Production Manager, [Sodhi and Co. Estate Agents Limited, UK](#)

Handled all facets of media production, including videography, editing real estate showcase videos, and managing remote live TV productions from virtual set designing to final broadcast with Multi-Channel Campaign Optimization.

Nov 2019 – Nov 2022

Creative Head - Advertising, [Good Pixels Video Company, India](#)

Designed and pitched original video ideas aligned with brand messaging and marketing goals. Managed and debriefed creative teams on requirements for clients including PKWG (UK), MOD Electronics (Canada), Innive Technologies (USA), Abbot (India), Social Beat (India), etc.

Dec 2016 – Nov 2019

Creative Lead – Motion Graphics, [Adfarm Private Limited, India](#)

Led a team of designers, animators, and copywriters to deliver short 20-second ads deployed on DOOH screens across India. Stakeholder interactions and collaborated closely with the sales team to understand the market paradigm. Clients include L&T Realty, ASV Real Estate (India), Sony (India), Uber (India), Asian Paints (India), etc.

Aug 2014 – Nov 2016

3D Special Effects & Title Artist, [Prism and Pixels VFX Studio, India](#)

Designed and created 3D titles and motion graphics for feature films using Cinema 4D and After Effects. Working closely with VFX Supervisors and Directors to achieve the desired visual style.

May 2013 – Jun 2014

2D Compositor & Match move Artist, [RA Studio FX, India](#)

Responsible for seamlessly blending 2D elements into live-action footage and tracking camera movements to integrate 3D/2D assets accurately.

Jan 2012 – May 2013

Web and Graphic Designer, [Franco Group, London, UK](#)

Created visual concepts and layouts for digital and print media, focusing on website aesthetics, user interfaces, and graphic branding materials.

ACADEMIC QUALIFICATIONS

Sep 2023 – Jan 2025

MA Media and Advertising

[University of Leicester](#),
United Kingdom.

Sep 2011 – Mar 2013

MSc 3D Computer-Generated Imaging

[Kingston University](#),
United Kingdom.

Sep 2007 – Mar 2011

B.E. Computer Science and Engineering

[St. Peter's Engineering College](#),
Chennai, India.

SOFTWARE

Adobe Certified Professional in

Adobe Creative Suite - After Effects

Project Management and Productivity in

Monday.com, Notion, Mailchimp

UI/UX Design & Prototyping in

Figma Design & Figma Make

Large Format Video Edit & Grading in

Davinci Resolve Studio

3D Animation Rendering in

Blender 3D and Maxon Cinema 4D

Ai and Automation using

VS Code, Cursor, Claude Codex, n8n

SKILLS

- Brand Strategy
- Leadership & Team Management
- Stakeholder Coordination
- Creative Direction
- Media Production
- UI/UX Prototyping
- Web Design (HTML/CSS)
- Motion Graphics
- Digital Marketing
- CRM Software
- Content Marketing
- Campaign Management
- Budget Management
- B2B/B2C Marketing
- Presentation Skills

ABOUT ME

I am a results-driven Marketing Manager with over 10 years of experience building brands, leading cross-channel campaigns, and driving business growth through strategic storytelling and digital innovation.

I strongly believe that **Purpose** is the key ingredient to any marketing campaign. It provides direction and focus for creativity. A strong purpose helps find the right audience and the right channels for marketing success.

AWARDS / ACCOLADES

Corporate & Industry Recognition

- **Employee Excellence Award (Adfarm):** Recognized for the high-velocity execution and successful delivery of "100 DOOH Ads in 100 Days".
- **Three-Time Award Winner (Jubilant Foodworks):** Achieved the "Best Seasonal Promo" award for three consecutive years.
- **Best Corporate Short Ad Promo (Jubilant Pharmova):** Awarded for outstanding creative direction and video production.
- **Corporate Representative:** Selected to represent Heales Medical at the prestigious LUPC & SUPC Conference 2026 in London.

Technical & Creative Expertise

- **Top 15% Globally (LinkedIn Assessment):** Officially ranked in the top tier globally for advanced motion graphics and video editing in Adobe After Effects.
- **Creative Campaign Head:** Directed the creative strategy and media assets for Canadian Member of Parliament (MP) election campaigns supporting Malik Ahmad.

Leadership & Academic Honors

- **Course Representative of the Year:** Won the College of Social Sciences, Arts and Humanities (CSSAH) top honour at the University of Leicester Students' Union Awards.
- **Head of Marketing:** Led the branding and promotional strategy for the "Festival of Media Stories" event at the University of Leicester.
- **"All-Rounder of the Season" Award:** Honoured by the Thames Ditton Cricket Association for outstanding performance and team leadership.