

# Anantharam Shanmugam

Bangalore, India

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## Creative Services Manager

*Growth-focused creative leader with 6 years accomplishments in E-commerce product management, 4 years expertise in quality process and operations management and 6 years in Creative Services field and digital marketing fields. Extensive Digital Marketing certification list*

Territory Management & Expansion | Graphic & Video Production | Digital Marketing  
E-Commerce Portal Development | Exceeding Revenue Goals | Project Management  
Video Content Creation | Client Satisfaction & Retention | New Product Photography/Videography

### — Career Accomplishments —

Awarded all India Competition for visualizers & designers, 2001.

Authored book on Photoshop, "Photoshop In fruition".

Recognized for interactive, flash presentation for Cebit exposition in Germany for ICICI InfoTech  
Played integral role in promoting education of SAP within India and promoting enterprise logic as the number one in providing quality education for professionals.

Finalist in Photography Vibes Magazine contest in 2011.

First person to specialize in Gemstone photography and videography in India; featured in February 2013 Fortune India Magazine.

Extensive certifications in Digital Marketing, including SEO, SMM, Google certifications and courses.

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## Professional Experience

360 Creatives  
**Entrepreneur**

Bangalore  
09/2015 – 07/2017

Served as project manager and oversaw development of content, SEO, E-commerce, promotional video, Infographics and social media campaign management for multiple clients.

### Key Accomplishments:

- **Developed Infographics videos** for Finalsem.com, Piccosoft.com utilizing Adobe Photoshop, after effects, Premier and natural reader software.
- **Created brand identify and brand promotion** projects across multi-functional platforms.
- Assess customer needs and implemented portal design and development projects for 7colorgems.com; and provided outstanding services that includes **web portal architecture, frontend design, content writing, web development, payment gateway product catalogue creation, photography, videography, social media campaigns, video marketing, SEO and digital marketing solutions.**

7colorgems  
**Entrepreneur**

Bangalore  
09/2015 – 10/2016

Organized, founded and established proprietorship firm as well as retail outlet for exclusively precious gemstones, including all necessary paperwork, licenses, industry association memberships, website design, photography studio, ecommerce website, database planning, logistics and more.

### Key Accomplishments:

...continued...

- **Developed a state of the art** studio for shooting and editing photos and videos.
- **Single-handedly** managed social media management, online platforms, video hosting and establishment of retail outlet.

Gemstone Universe / Astro Journey  
**Creative Solutions Consultant**

Bangalore  
4/2010 – 9/2015

Charged with e-commerce and marketing management and developed strategic and innovative methodology for photographing and producing videography of precious gemstones and minerals. Oversaw and managed backend operations and built a team of creative professionals to deliver post-production solutions for descriptions, online inventory, SEO, video marketing and promotions.

*Key Accomplishments:*

- **First person in India** to establish exclusive studio for photographing minerals and gemstones.
- **Featured in Fortune Magazine (India) in February 2013** for specializing in photography and video graphing of precious minerals/gemstones.  
Link: <http://www.fortuneindia.com/enterprise/the-colour-of-money/100737>
- **Significantly grew online presence** through improved product showcase and increased revenue.

Convate Consultancy Services Pvt Ltd.  
**Quality Process Manager**

Bangalore  
4/2008 – 1/2010

Strategically defined and led operational processes for recruitment agency, P&L management structure, document management system, project management, recruiting activities and process audits.

*Key Accomplishments:*

- Strategically redefined organizational process, which **positioned the company as one of the best recruitment firms in India.**
- Recognized and awarded for Best Support in Office Space Utilization and leading the company through 2009 recession.

Enterprise Logic India Pvt Ltd.  
**Web Designer / Project Manager / Operations Manager**

Bangalore  
4/2002 – 4/2008

Oversaw operations within business administration, operations and revenue generation, while serving as project manager for projects that included JobShore, Nathan desai website design and development, web portal design for Service Corporation, BFW and Silver Software. Managed and led a team of designers and developers and successfully identified client requirements and coordinated the implementation process.

*Key Accomplishments:*

- Established reputation for successfully **delivering results** that resulted in a promotion from Web designer to Project Manager, to Operations Manager.
- **Provided turnaround leadership** and rebuilt organizational structure and responsibilities and prevented a shut down while promoting growth and expansion.
- Developed niche space for learning SAP modules utilizing pre-implementation support techniques.
- Grew revenue by 60% by establishing prime location and expanding staff.

*Previous experience as **Graphic Designer / Web Designer** (1999-2002) for Crayons Multimedia Pvt Ltd.*

## Education and Credentials

### Post Graduate Certificate Program, Digital Marketing

Mudra Institute of Communications Ahmedabad

### Bachelor of Science in Computer Science

Vinayaka Missions University

### Advanced Diploma, Multimedia

Arena Multimedia, Bangalore

### Diploma in Accredited Jewellery Professional

Gemmological Institute of America (GIA)

### Certifications

Marketing in a Digital World, Digital Marketing Channels Planning, Digital Marketing Channels Landscape, Digital Marketing Analytics in Theory and Digital Marketing Analytics in Practice from **University of Illinois at Urbana-Champaign** on Coursera

Digital Unlocked Certification, **Google**

Bing Ads Accredited Professional, **Microsoft Bing Ads**

HTML5 & CSS3 Fundamentals, Creating a Digital Identity and Social and Digital Media for Small Businesses from **Microsoft Virtual Academy**

A/B Testing, Video Views/Video Ads, Creating a Facebook Page and Creative Best Practices from **Facebook Blueprint**

Flight School Certification, **Twitter**

### **Google AdWords Certified Professional**

Display Advertising, Mobile Advertising, Search Advertising, Shopping Advertising, Video Advertising, Digital Sales Advertising, Mobile Sites Advertising from **Google AdWords**

Google Analytics Certification, **Google Analytics**

Web Designer Basics and Dynamic Creative Basics from **Google Academy for Ads**

Advanced Analytics, Dynamic Search and Remarketing from **Google AdWords Academy**

Studio Photography and Jewellery Photography, **Photigy** – Alex Koloskoy

Visit <http://www.digitalananth.com/> for more details related to certification and work portfolio.