

BETHANAMUDI BHUVAN

Content, Social Media & Ad Films

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Content Strategist and Digital Marketer with 3+ years of experience in content marketing, brand storytelling, video production, ad films, and influencer marketing. Experienced in developing multi-platform content strategies, directing video shoots, scripting brand films and advertisements, and executing campaigns that strengthen brand presence and audience engagement. Proficient in AI-powered creative production, prompt engineering, and Gen AI.

Skills

Digital Marketing - Content Writing, Content Marketing, Copywriting, Social Media Marketing, P.R, Scripting, Ad Filming, Brand Marketing, Brand Film Scripting, Production, Direction, Meta Ads, Google Analytics, Microsoft Clarity, SEO/On-page SEO

AI - AI Prompt Engineering, AI-Powered Visual Content Creation, Generative AI Video Production, Vibe Coding, Custom AI GPT's, AI Workflow Automation

Design - Canva, Figma (Basic), DaVinci Resolve (Basic), No-code websites

Experience

Sid's Farm - Content Strategist

01/2026 – Present

Sid's Farm | Content Marketing & Digital Content

- **Content Strategy & Marketing:** Identified content gaps and developed multi-platform content strategies, contributing to 1M+ combined views across social media platforms.
- **Creative Direction & Video Production:** Directed videos from script to final output, including social media reels, AI-generated videos, and other brand content.
- **Influencer Marketing:** Collaborated with 50+ influencers, identifying suitable creators, scripting videos, and coordinating with editors to deliver brand-aligned content.
- **PR & Brand Communications:** Executed PR initiatives for selected founder-led videos and the brand film to amplify brand messaging and visibility.
- **Website Content & SEO:** Optimized website content for SEO and brand alignment, while guiding an intern on blog writing and website copy.
- **Farmer Education & Outreach:** Planned and executed educational content initiatives to communicate the brand's value proposition to farmers across India.

Intandemly - Digital Marketing Executive

03/2025 – 12/2025

- Content Marketing - Executed and planned multi-platform content strategy across LinkedIn (managing 3 profiles) and Instagram, driving inbound leads and increasing audience engagement.
- Email Marketing - Launched and managed weekly email and LinkedIn newsletters, successfully growing the subscriber list from 0 to 2k.
- Generated measurable inbound leads within the first month of the email marketing program's launch.
- Website Redesign & Development - Led the end-to-end redesign and development of the corporate website from scratch, modernizing the aesthetic and enhancing user trust to improve visitor conversion rates.
- Produced essential website content, including comprehensive blogs and detailed case studies.

Multiplier AI - Digital Marketing Specialist

06/2024 – 02/2025

- Content Strategy & Digital Management - Managed the end-to-end digital presence for multiple healthcare professionals, overseeing maintenance of social media accounts and professional websites.
- Developed, scheduled, and published content across all social media platforms, utilizing a content calendar for consistency and optimization.
- Wrote compelling video scripts, driving audience engagement and growing the doctors' social media profiles, particularly on YouTube.
- Influencer & Pharmaceutical Campaign Execution - Planned and executed a Doctor Influencer Campaign in collaboration with Viatris (a global pharmaceutical MNC), focusing on content strategy to establish key opinion leaders across India.
- Executive Content Writing - Provided specialized content writing services, drafting high-impact posts and professional articles for the company CEO's and Vice Presidents' LinkedIn profiles.
- Leadership: Led a team of 3 content writers (interns) in improving the company's SEO through strategic blog content, resulting in enhanced website visibility and search rankings.

Texthappen - SEO Content Writer

02/2021 – 09/2021 - Freelance

- Crafted SEO-optimized content for blogs, websites, and social media, enhancing online visibility and audience engagement for their clients.

Rishinaturals.in - E-commerce Website and Digital Marketer

11/2023 – 2/2024 - Freelance

- Designed and optimized e-commerce websites with on-page SEO, managed Google Ads, Meta ads, and executed social media marketing strategies, generating significant brand exposure and engagement.

Fudoo.in - Co-founder and Marketing Lead

10/2023 - 6/2024 - Freelance

- Co-founded a food ordering app for the Canteen of KITSW College WGL. Ran numerous digital and offline marketing campaigns, successfully driving brand recognition, app installations, and website traffic on the KITSW campus.

Bespoke paintings - Co-founder and Brand growth

01/2020 - 08/2020 - Freelance

- Co-founded an E-commerce painting website to help small-scale artists sell their work across India. Managed supply chain management, social media campaigns, and customer interactions, ensuring seamless communication and brand growth.

Education

Agriculture BSc, VNMKV, Maharashtra.