

KUNDA SAI SRI SWAROOP

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CAREER OBJECTIVE:

Digital media professional with experience in technology journalism, YouTube content strategy, social media management, and audience-driven storytelling. Skilled in trend analysis, script writing, SEO optimization, and online community engagement across gaming and consumer tech audiences. Experienced in fast-paced content environments covering smartphones, entertainment trends, and internet culture.

TECHNICAL SKILLS:

YouTube & SEO

- End to End YouTube Channel Management
- YouTube SEO (Titles, Tags, Descriptions)
- Keyword Research & CTR Optimization
- Audience Retention & Watch Time Analysis
- YouTube Studio & VidiQ

Content Strategy

- Technical Script Writing
- Content Ideation & Trend Research
- Competitor Analysis
- Storytelling for Digital Platforms
- Data Driven Content Planning

Analytics

- YouTube Analytics

- Social Media Performance Tracking
- Engagement Metrics Analysis
- Content Optimization Based on Insights

Video & Creative Tools

- Video Production Support
- B-roll Coordination
- Adobe Premiere Pro
- Post-Production Assistance

Social Media Management

- X (Twitter) TechMaster Account Management
- Facebook Cross-Posting Strategy
- Instagram Reels Strategy
- Community Engagement & Comment Moderation

Tech & Product

- Consumer Electronics Testing (Smartphones, TVs, Tablets, TWS)
- Product Setup & Feature Evaluation
- Device Benchmarkings

Business & Communication

- Brand Outreach & Collaboration Proposals
- Media Briefing Participation
- Stakeholder & Creator Coordination

Areas of Interest

- Gaming Industry News
- Consumer Technology
- Online Creator Culture
- Streaming & Internet Trends
- Entertainment Media
- Social Media Communities

EDUCATION:

Master of Business Administration (Marketing)

- NMIMS (Narsee Monjee Institute of Management Studies)

- Year: July 2025 - Present

Bachelor of Technology in Computer Science & Engineering

- Sree Vahini Institute of Science and Technology
 - Year of Passing: 2023 CGPA: 7.08
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EXPERIENCE:

Rapture Innovation Labs

Content and Influencer Strategy Specialist | April 2026

- Managed influencer outreach by identifying and coordinating with Indian and international creators.
- Managed the official Sonic Lamb Twitter/X account.
- Wrote scripts and concepts for in-house content production.
- Shot and produced short-form video content independently.
- Coordinated campaign requirements and creative direction with influencers.

Tech Master Digital Pvt Ltd

Content Producer, Technology Content Producer & Social Media Strategist | Nov 2024 - Feb 2026

- Contributed to scaling TechMaster's long-form technology channel from 50K average views to 500K+ average views per video by improving topic selection, audience retention strategy, SEO optimization, and trend-focused content planning.
- Produced audience-focused technology and internet culture content for one of India's largest tech YouTube platforms.
- Researched trending consumer technology topics, product launches, and online discussions to develop high-performing video concepts.
- Wrote and edited scripts optimized for audience retention, engagement, and search visibility.
- Managed social publishing across X (Twitter), Facebook, and Instagram while monitoring audience response and engagement metrics.
- Collaborated with editors, production teams, and brand partners under fast publishing timelines.
- Covered product launches, media briefings, and technology announcements for digital audiences.
- Assisted with video production workflows including B-roll planning, thumbnail ideation, and quality review.

Recent Projects I worked for TechMaster:

- [I Tested the Craziest Chinese Gadgets](#)
- [I Exposed the Biggest Smartwatch Scam in India](#)
- [Xiaomi Challenged Apple and Samsung | Xiaomi 17 Ultra](#)

Vaasu Tech Vlogs

Content Writer & Tech Reviewer | June 2024 - Oct 2024

- Authored 45+ official scripts and 40+ concept-based scripts.
- Tested 100+ tech devices including smartphones, TVs, tablets, and TWS.
- Attended 20+ media briefing sessions and product launches.
- Enhanced storytelling structure to improve audience engagement.
- Learned and applied video editing skills using Adobe Premiere Pro.
- Reviewed thumbnails and final edits before publishing to maintain quality standards.
- Contributed to improving video structure, visual quality, and detail orientation.

Previous Projects I worked for VaasuTechVlogs:

- [Infinix Zero Flip](#)
- [9K to 1L Best Smartphones](#)
- [iPhone 16 Pro Series Unboxing](#)

ACHIEVEMENTS:

- Contributed to technology-focused digital content generating multi-million cumulative YouTube views.
- Participated in major technology media briefings and launch events hosted by leading consumer electronics brands.
- Collaborated with creators, brand representatives, and product teams on audience-focused technology coverage.
- Recognized by industry representatives for content quality, audience engagement insights, and product feedback.

DECLARATION:

I hereby declare that the above information is true and correct to the best of my knowledge.

Kunda Sai Sri Swaroop