

# Rahul Kumar S Anur

"Multimedia artist with 14 years of experience in design, AI tools, and management, specializing in Growth Marketing. Expertise in R&D for user behavior, team leadership, and creating impactful corporate and social media content. Entrepreneurial mindset with a focus on innovation and creativity."

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## EXPERIENCE

### Swiggy, Bangalore — Asst Manager for Growth marketing design

Jan 2020 - PRESENT

"Began as an app designer for Swiggy's Instamart, crafting high-fidelity visuals using AI and creative tools. Promoted to Assistant Manager for Growth Marketing, leading design and strategic initiatives to drive user growth and explore new 10x opportunities."

### Enviu, Bangalore and Netherlands — Social Entrepreneur

Jan 2019 - Aug 2020

Leaded two projects,

**Lakshya Inclusion Services**, a social start-up working towards developing innovative financial solutions for the urban underserved.

**DISCOVERED** global artisans a platform to connect directly to global customers.

My role was to identify unique business opportunities, building ecosystems, Ideation, build teams and Scale.

### Tesseract Arts, Bangalore — Cofounder GoCrafty

Jan 2017 - Jan 2019

"Manager at GoCrafty, overseeing online and offline operations for an artisan-focused marketplace. Responsible for networking, onboarding, and supporting artisans across India. Manage e-commerce and m-commerce development, vendor registration, and customer relations. Lead market research, curate product offerings, and create strategic marketing content. Drive lead generation and collaborate with teams to promote the platform."

### Manipal Global Education , Bangalore — Lead content developer.

Jan 2017 - Jan 2019

"Video editor and photographer for educational content at Sikkim Manipal University, Manipal Academy of IT, and ProLearn. Recorded and post-produced faculty lectures, collaborating closely with the Manipal

## SKILLS

**Leading the team in the company's Visions.**

**Using Ai to build smart systems.**

**Leading initiatives to identify new 10x growth opportunities.**

**Editing Tools such as Adobe, AI tools and Figma.**

## AWARDS

Manipal MVP Award for creating MBA guidance courses.

Swiggy MVP Award for executing major campaigns with a smallest team.

Participated in AWS Innovation GenAI Hackathon, using Stable Diffusion AI to train a model that differentiated and generated Bisi Bele Bath and Dal Tadka.

team."

"Let's connect to discuss my experience further, as I believe a concise and impactful resume will best showcase my skills and achievements."

## EDUCATION

### **Mysore University, mysore — Bachelor in visual Arts**

sep 2009 - sep 2011

It's a degree program where we had to delve into creative expression through mediums like painting, sculpture, photography, graphic design, and more.

### **Mothi Veerappa College, Davangere — *Pre University***

## PROJECTS

### **Rebranding Exercises For Swiggy — with the marketing team.**

"Collaborated with marketing teams to unify design language across all channels, enhancing brand recognition on social media, print ads, and in-app content."

## LANGUAGES

Fluent in Hindi, kannada and English.