

# Sidharth Thombrakudiyil Biju

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## Education

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**MA Digital Media, School of Media and Communications,** University of Leeds 2023 – 2024  
Leeds, United Kingdom

- Relevant Coursework: Media and Communications, Social Media, Web Development, Digital Engineering, Visual Communication, Journalism.

**B A English Research with Minor in Communications,** Shiv Nadar University 2019 – 2023  
NCR- Delhi, India

- Grade: First-Class Honours
- Relevant Coursework: Editing and Postproduction, Social Media Marketing, Creative writing, Post Colonial Studies, and South Asian Literary studies.

## Professional Experience

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**Communications Intern,** Horizons Institute, University of Leeds 2024 – present  
Leeds, United Kingdom

- Effectively communicating complex research projects through blog posts by participating in the events and interviewing organisers, resulting in increased social presence and carrying momentum.
- Proofreading newsletters and creative copies with high attention to detail, ensuring proper grammar and punctuation, making them error-free and accurate.
- Evaluating social media metrics to track performances, identify potential collaborators, and redesign communication strategies, leading to a more nuanced understanding of the audience and their interests.
- Developing webpages for funded research projects, incorporating quotes and overviews, and providing accessible information to the targeted audience, leading to improved user navigation and information retrieval.

**Community Manager,** The Big Decolonisation Dialogue (Under Horizons Institute) 2024 – present  
Leeds, United Kingdom

- Developing and implementing communication strategies, campaigns, and content calendars to gain a social media presence and enhance the viewership of the podcast, leading to greater audience engagement and awareness.
- Building up a narrative and guiding the audience toward releasing and listening to the podcast, evoking a strong sense of awareness, purpose and familiarity with the content.
- Designing compelling social media content (images, videos, posters and graphics) to attract new listeners and increase non-follower engagement, resulting in 4000 organic impressions (30-day metric) and increased interest.
- Utilising social media analytics to redesign content strategy, achieving more organic impressions and increasing steady follower growth, which enhanced the overall reach.

**Student Caller/ Fundraiser,** 2024 – 2024  
Advancement Business Support & Office Management, University of Leeds Leeds, United Kingdom

- Functioned as an ambassador for the University of Leeds by successfully engaging and enhancing alumni relations with over 300 alumni through gathering valuable feedback and escalating enquiries.
- Managed sensitive alumni information with utmost confidentiality, ensuring 100% data protection and data entry, sustaining trust in all communications.

- Demonstrated strong negotiation skills and effective judgements by confidently requesting donations, resulting in a 60% increase in alumni contributions.
- Remarkable achievement: Overachieved the target by 40% and raised nearly 1 million pounds to fund student scholarships.

<b>Student Advisory Board Member</b> , AHC, University of Leeds	2023 – 2024
<ul style="list-style-type: none"><li>• Amplified student voices by facilitating a deeper understanding within AHC of the barriers these students face and guided AHC on equality, diversity, and inclusion.</li><li>• Acted as a point of contact between students and the board, diligently listening to student issues raised and providing responses diplomatically, maintaining the positive image of the university.</li><li>• Accomplished a good understanding of the higher education sector through various interactions and discussions in conferences and meetings with university staff and esteemed deans.</li><li>• Remarkable achievement: Awarded as the best "Student-Staff Partnership of the year 2024 by the University of Leeds and AHC Faculty.</li></ul>	Leeds, United Kingdom

<b>Digital Marketing Intern</b> , AICA International	2023 – 2023
<ul style="list-style-type: none"><li>• Created and optimised websites using WordPress for multiple recruitment campaigns with professional design and content elements, enhancing the user experience and improving navigation.</li><li>• Orchestrated over 10 marketing communications campaigns for the aged care and mining sectors utilising Zoho Campaigns, which led to increased inquiries and higher engagement rates.</li><li>• Created social media content aimed at audiences from the UK, India and the Philippines, tailoring content, changing images and adapting language to resonate with each region, getting better audience responses.</li></ul>	Australia- Remote

## Voluntary Experience

<b>Content Creator</b> , Leeds Student Television (LSTV)	2023
<ul style="list-style-type: none"><li>• Produced compelling digital media content (images, videos, short videos) for the BUCS Cross Country event and Netball Society.</li><li>• Engaged with LSTV's social media channels to share event highlights, resulting in more than 6000+ impressions across platforms.</li><li>• Utilised graphic design, video editing and photo editing to create digital stories and craft engaging narratives around these events.</li><li>• Collaborated with BUCS' cross-functional team, ensuring proper alignment in communications strategies.</li></ul>	Leeds, United Kingdom

## Skills

Digital Communications | Social Media Management | Data Analytics | Digital Marketing |  
Proof-reading | Public Relations | Content Creation | Editing (Images and videos) |  
Attention to Detail | IT Skills ( Adobe, WordPress, SharePoint, Canva and Office 365) | SEO

## Honours/ Awards

<b>Award: Student- Staff Partnership of the Year 2023, University of Leeds, UK,</b> Honoured by the university and AHC for exceptional collaboration with the staff.	2024 Leeds, United Kingdom
<b>Scholarship: Head of School Masters (India), University of Leeds, UK,</b> Received full tuition fee waiver from the School of Media and Communications	2023 Leeds, United Kingdom