

SREENIDHI SUDARSHAN

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PROFILE

Growth and marketing professional with experience working at Swiggy and Tribes Communications. Skilled in managing and scaling accounts, strategy, driving revenue, leading key launches and delivering brand campaigns.

PROFESSIONAL EXPERIENCE

SWIGGY | Chennai, India

Mar 2025 - Present

Key Account Manager

Nov 2025 - Present

- Manage a **₹96Cr annual revenue portfolio** across key restaurant brands, **driving 15-25%** quarter-on-quarter growth in Gross Merchandise Value (**GMV**).
- **Drive ₹50L in monthly ad revenue** by securing brand partner adoption of Swiggy Ads and premium banner placements.
- Design discounting strategies and coupon promotions that **lifted conversion rates by 30%** and increased Average Order Value (**AOV**).
- Grow zonal Orders Per Day (OPD) through multiple demand levers, including festive and special campaigns.
- **Led Toingg** (Swiggy's new app) from pilot to commercial launch across Chennai, **achieving 85% conversion** within the existing portfolio.
- **Mentor team members** on account strategy, contributing to their portfolios' revenue growth.
- Won the MAD (Made A Difference) award twice within one year.
- Chapter Champion for Swigstree (Swiggy's internal Women's Committee), **leading a chapter of 30-35 women employees**.
- Worked on employee engagement **initiatives like Aangan** across multiple cities.

Sales Manager II

Mar 2025 - Nov 2025

- Expanded Swiggy's hyper-local supply grid by identifying market gaps and **onboarding 5-10 new restaurant partners monthly**, beating quarterly acquisition **targets by 90%+**.
- Negotiated platform commission rates and marketing spends with new and existing brands, ensuring high-margin additions while maintaining strong partner relations.
- Owned strategic campaign planning and performance analysis, **including in-app marketing and BTL advertising (Meta Ads)** from planning through execution.

TRIBES COMMUNICATIONS | praNetR Tribes | Bengaluru, India

Sep 2022 - Mar 2025

Marketing Manager

- **Led brand marketing** for a portfolio of Indian and international clients, overseeing end-to-end campaign delivery and client experience.
- Managed a **high-performing team of 8**, reporting directly to the CEO.
- **Partnered directly with founders** and the marketing team to conceptualize, plan, and ship creative ad campaigns on rapid monthly sprint cycles.
- Led TVC advertising end-to-end, from planning and casting to execution and promotional deliverables.
- **Owned social media strategy** and content calendar across all company handles.

CREATOR & BRAND PARTNERSHIPS

Independent Content Creator & Creative Producer

2017 - Present

- **Grew a following of 390k+ and partnered with 70+ brands** across food, lifestyle, beauty, fashion, travel, technology, and consumer services, managing client communication, commercials, timelines, approvals, and reporting.
- Directed social-first advertisements end to end - audience insight, concept, script, storyboard, shoot direction, editing, platform adaptation, publishing, and performance analysis - while protecting brand tone and creator authenticity.