



## ARTS MARKETING PROFESSIONAL

# SNEHAA SUDARSAN

### GET IN CONTACT

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### PROFESSIONAL SUMMARY

A post-graduate in Marketing & Strategy and a passionate Bharatanatyam dancer, I am currently an Arts Manager with over three years experience working in an Arts Management company based in India. I have been a part of several key client projects involving marketing and publicity, strategic planning, brand building and festival management. My interest lies in Arts Marketing and Arts Research and I am immensely passionate about promoting and bringing awareness to the Indian Classical Arts, around the world.

### SKILLS

- Strategic Planning & Execution
- Branding Strategy for Artistes
- Social Media Marketing
- Project Management
- Arts Management Training

### EDUCATION

#### University of Warwick

Warwick Business School –  
MSc in Marketing & Strategy  
First Class with Merit

#### M.O.P Vaishnav College for Women

Bachelor of Commerce in Marketing  
Management  
CGPA: 7.01

#### Indian School of Al-Ghubrah

CBSE 12TH Grade: 8.2 CGPA  
Commerce with Multimedia & Web  
Technology

### WORK EXPERIENCE

#### ARTSPIRE | CHENNAI, INDIA (WWW.ARTSPIRE.IN)

##### Senior Programme Associate | 2017 – Present

- Personal Brand Consulting for Artists
  - Short-term consulting engagements to build artists' personal brand strategy and positioning
  - Identified goals and marketing strategies for the artist
- Strategic Planning & Execution
  - Ideating and implementing strategic process and initiatives for a leading Bharatanatyam institution based in Chennai, India
  - Formulating and executing initiative including workshops, events, teacher training programmes – on-ground and digital
  - Analysing and assessing the outcome of the initiatives
- Social Media Marketing
  - Planning and executing social media marketing strategies for a theatre school based in Mumbai; Bharatanatyam institution in Chennai; a visual artist and an online platform with a focus on reaching young dance-makers around the world, to name a few.
  - Developing the marketing strategy, brand and positioning, audience segmentation and targeted communications plan for all the above clients
- Arts Management Training
  - Developed and conducted #ArtSpire Learning Sessions on subjects including Instagram strategy and Social Media Platforms 101
  - Presented a session on Arts Management as part of a Bharatanatyam dance conference in a leading women's college in Chennai, India

#### NEON LABEL | CHENNAI, INDIA

##### College Entrepreneurial Initiative | 2013 – 2015

- An entrepreneurial venture in which handbags and clutches were customised, designed and made for women. An initiative as part of the Entrepreneurial Cell
- Facebook was main source of marketing & distribution. I was responsible for planning and executing the marketing strategy for the brand