

# Alex Babu

Marketing & Content Strategist  
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## About Me

Marketing professional with over 4 years of experience in strategic marketing, content creation, and digital campaign management. Skilled in brand positioning, social media strategy, video production, and event marketing to drive visibility, engagement, and measurable results.

Proven track record of managing end-to-end marketing initiatives, including events and exhibitions, while leveraging data-driven strategies to achieve business objectives. Known for blending creativity with analytical thinking to deliver impactful campaigns that foster growth, build lasting connections, and maximize returns.

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## Experience

### Marketing Manager | Orangewood Labs Inc. (YC W18)

October 2023 - Present

- Led full-funnel marketing strategies across Twitter, LinkedIn, and Instagram, increasing organic followers by 20K+ and generating millions of impressions.
- Executed TTL & BTL marketing campaigns, automation, and strategic industry outreach, driving brand positioning, lead generation, and industry credibility.
- Developed and managed content strategies across social platforms, integrating video storytelling from previous cinematography experience to enhance audience interaction and boost campaign performance by 35%.
- Managed global event marketing initiatives at CES 2023, IMC 2024, and multiple US & India exhibitions, strengthening strategic partnerships and brand engagement.
- Developed investor-focused product narratives, supporting seed round funding and enhancing B2B adoption.
- Secured high-profile media features in Forbes India, Forbes Asia 100 to Watch, and TechCrunch, increasing inbound business inquiries.

### Social Media Content Producer, Orangewood Labs, Inc (YC W18)

September 2022 - September 2023

- Produced, filmed, and edited 50+ videos for marketing campaigns, product launches, and corporate communications, driving a 30% increase in engagement across digital platforms.
- Created high-impact video content for brand storytelling, increasing campaign engagement by up to 35% and driving website traffic.
- Developed and executed a LinkedIn video content strategy, helping grow 6,000+ organic followers in the first few months.
- Planned and executed exhibition marketing strategies for major industry events, securing high-value B2B partnerships.
- Streamlined content production workflows, reducing costs by 15% and improving delivery efficiency by 20%.

### Social Media Content Producer, MyBageecha

August 2021 - August 2022

- Developed and executed paid and organic social media campaigns, generating 700K+ impressions and increasing product sales by 30%.
- Created and implemented content strategies aligned with brand messaging, driving higher engagement and campaign performance.
- Coordinated with clients and stakeholders to ensure brand consistency, meeting deadlines and staying within budget while maintaining a 98% on-time delivery rate.
- Utilized data analytics to optimize content performance, increasing organic reach by 30% across Instagram and Facebook.

## Video Editor and Content Creator, WUBBA LUBBA DUB DUB Studio

August 2020 - June 2021

- Edited and produced 100+ video content pieces for brands including Redmi India, OnePlus India, and Durex India.
  - Created social media video content for Redmi's Instagram campaigns, driving an average of 100K+ impressions per reel.
  - Collaborated on influencer campaigns, managing post-production for high-engagement branded videos.
  - Produced monthly video reports, presenting key performance metrics and campaign insights in an engaging visual format.
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### Impact & Results

- **Boosted Brand Engagement:** Led marketing campaigns at Orangewood Labs, resulting in a 40% engagement increase and significant industry recognition.
  - **Increased Lead Generation:** Executed event strategies, contributing to a 35% increase in business inquiries post-exhibitions.
  - **Optimized Content Performance:** Implemented platform-specific storytelling strategies, growing organic reach by 30% across campaigns.
  - **Drove Sales & Ad Performance:** Developed high-performing ad campaigns, generating 700K+ impressions and increasing sales by 30%.
  - **Scaled Social Media Growth:** Managed content strategies that increased organic followers by 20K+ and strengthened audience engagement.
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### SKILLS & EXPERTISE

- Strategic Marketing & Brand Positioning
  - Campaign Strategy & Execution
  - Social Media Marketing & Optimization
  - Performance Marketing & Paid Ads (Meta Ads, Google Ads)
  - Video Editing & Production (Adobe Premiere Pro, After Effects, DaVinci Resolve)
  - Event Marketing & Industry Networking
  - Marketing Automation & Analytics (Google Analytics, HubSpot, Mailchimp, Facebook Insights)
  - Content Development & Visual Storytelling
  - PR & Media Outreach
  - SEO & SEM Strategy (Google Ads, SEMrush)
  - Influencer & Partnership Marketing
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### EDUCATION

#### Bachelor of Arts in Journalism & Mass Communication

Amity University

#### Film & Television Technology in Cinematography

College of Fine Arts JNU

#### Coursework in Film & Video

MIT Art, Design & Technology University