Srikanth Kunta

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PROFILE

I help small businesses grow with today's technology and smart ideas. Creative, data-led social marketer who activates launches and creators. At DropThePriceUK Limited, trading as Crazy Clearance, I manage 9 Instagram, Facebook and TikTok accounts with 450K+ followers, create product launch content every week, and research, vet and brief local creators to grow our newer branches. I built an AI UGC video ad workflow and launched 3 AI video accounts, and I report monthly on what works. MSc Business Analytics student.

KEY SKILLS

Product launch content	Short-form video and posts for weekly stock drops
Creator relationships	Research, vet, contact and brief creators within budget
Multi-platform social	Instagram, TikTok, Facebook, YouTube and LinkedIn
Video production	DaVinci Resolve, Kling AI and Fish Audio
Data-led improvement	Monthly reports and next-step recommendations

EXPERIENCE

Social Media & eCommerce Marketing Executive · DropThePriceUK Limited, trading as Crazy Clearance (part-time, on-site) Sep 2026 – Present

- Promoted from customer service after my reserve stock proposal (followers share our post to reserve stock for in-store collection, growing reach with no ad spend) was approved by the owner
- Manage 9 Instagram, Facebook and TikTok accounts across Tipton, Oldham and Aylesbury (450K+ followers)
- Update and manage product listings on the company Shopify website (crazyclearance.uk): prices, RRP, descriptions, images and stock
- Design product posters and AI product images with OpenArt and Claude: hero shots with feature callouts, lifestyle images and Shopify-ready product photos
- Manage customer emails, Shopify orders, refunds and online enquiries, resolving issues quickly and keeping records accurate
- Lead outreach to grow the newer Aylesbury and Oldham branches: research local creators and partners, contact them directly and agree deals within budget
- Vet every creator using audience insights before any offer and track every contact, offer and follow-up on a shared pipeline board
- Shoot, edit and publish short-form video (Reels, TikToks, Stories) weekly using DaVinci Resolve, with captions and hooks
- Built an AI UGC video ad workflow (Kling AI video, Fish Audio voice, DaVinci Resolve) and launched 3 dedicated AI video accounts on Instagram, Facebook and TikTok
- Report monthly to the owners on results such as enquiries per 1,000 reach and recommend next steps
- Rebuilt the Google Maps listings and banners; introduced 3D product models on the Shopify store, made with Meshy AI, Claude and Canva
- Built a Claude-powered reply bot that answers Instagram and Facebook DMs and comments from a sheet of confirmed answers, with staff handoff and safety checks
- Built branded QR feedback forms for the Tipton and Manchester branches that write to a Google Sheet, blocking repeat submissions from the same phone number within 24 hours
- Introduced a QR review card (with a thank-you pen) in the 500+ parcels sent each week, collecting Google reviews and feedback on what to fix
- Designed posters, covers and campaign creative in-house; built Follow & Save link pages for the stores
- Placement year from 12 October 2026, with hours increased from 18 to 30 a week

Customer Service Assistant · DropThePriceUK Limited, trading as Crazy Clearance May 2026 – Sep 2026

- Handled B2B wholesale accounts by phone and email, answered stock and pricing questions and kept records up to date
- On my own initiative: audited our channel (132,000 followers, 85 million reel views, almost no conversion) and the website (product names, Google descriptions, reviews, blog), proposed an AI agent to answer unanswered social comments, and made an in-store announcement with Fish Audio
- Helped walk-in customers on a busy trading floor, building rapport quickly and recommending products to match what they needed

Logistics and Compliance Operative (Part-time) · DX Freight, Willenhall Nov 2025 – May 2026

- Worked in a high-volume logistics hub, kept stock accuracy at 100% and met daily targets while following strict compliance procedures

Lead Analyst · Eco-Brick Market Intelligence (independent) 2024 – Present

- Took 355 brick manufacturers across 31 Telangana districts from raw scrape (Google Maps API) to recommendation: assertion-tested cleaning, a weighted location model (Ranga Reddy first in every scenario) and a Random Forest closure-risk model scored on recall
- Delivered a three-page Power BI report with seven written insights; also built an Excel coffee sales dashboard (XLOOKUP, pivot tables, connected slicers)

Facilitator Intern · Digital Equity (non-profit), Hyderabad, India Apr 2024 – Mar 2025

- Taught 9th class students to use the internet and stay safe online, delivering structured daily digital skills training and adapted my approach to their progress. Received a formal Letter of Work Experience from the Digital Equity CEO

Founder and Content Creator · Copy The Facts Telugu (YouTube) Jul 2023 – Present

- Grew a Telugu space and technology channel to 4,460+ subscribers and 1.2M+ views across 215 videos organically, researching, scripting, voicing and editing (CapCut) every video myself

Founder · Student services on WhatsApp, Medak, India From Aug 2022

- Ran an online application service for students (scholarships, CVs, job notifications) at 80 rupees (about 70p) with no travel, against 100 to 150 rupees (87p to £1.30) at centres
- Grew the group from 15 people to 700 members; promoted for free by YouTube teacher Shivani Pallela; checked results for 80+ students in an hour when the results website crashed

Assistant · MeeSeva and online services centre, Medak, India 2020 – 2022

- Collected documents, ran printing and binding, then submitted online applications (passports, land records, scholarships, PAN, Aadhaar, certificates, voter IDs) for 50 to 70 customers on busy days

EDUCATION, TRAINING AND LANGUAGES

MSc Business Analytics with Professional Practice Year · The University of Law, Birmingham Sep 2025 – Oct 2027

B.Com in Computer Applications · Osmania University, India Aug 2022 – May 2025

Intermediate · GJC Shankarampet (R), Medak, India: 815/1000 (81.5%) Jun 2022

Training: Microsoft Design Power BI reports, Excel Macros and VBA, Tableau dashboards, IIT Madras Analytical Thinking and Problem Solving

Tools: DaVinci Resolve, CapCut, Canva, Kling AI, Fish Audio, OpenArt, Meshy AI, Claude, Shopify, Google Maps API, Python (Pandas, scikit-learn), SQL, Tableau, Power BI, Excel (XLOOKUP, Power Query, VBA), Git

Languages: English, Hindi, Telugu, Punjabi