

Anirudh Shenoy

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Professional Profile

Client-focused advertising professional skilled in strategic development, client collaboration, and data storytelling. Passionate about connecting brands with culture to facilitate positive social impact.

Skills: Adobe Creative Suite, Canva, Google Ads, Google Analytics 4, Google Workspace, Meta for Business, MRI-Simmons, Office Suite (Excel, Outlook, PowerPoint, Teams, Word), Power BI, Qualtrics, Tableau

Experience

Marketing Intern, Cirvion – Smartdealership.ai (Nov. 2024 – Feb. 2025)

- Created and launched a Meta Ads campaign that increased large wholesale dealership leads by 15%
- Prospected 250 qualified automotive leads via research and cold call/email outreach to support new business growth
- Built and launched two segmented email campaigns, improving open rates by 20% and brand awareness by 10% across both small and large dealerships
- Met with C-suite leadership weekly to share status reports and to ensure marketing efforts were consistently on strategy

Lead Analyst, American Advertising Federation (NSAC) (Nov. 2023 – May 2025)

- Directed data strategy across Tide and AT&T accounts, contributing to campaigns that placed 3rd in District 10 and won two Judges' Special Awards for Teamwork and Diversity
- Analyzed environmental and social connection trends across TikTok, Instagram Reels, and YouTube Shorts using Excel and data mining tools to guide the creative and media direction
- Collaborated with strategy and creative teams to integrate insights into the final plans book and pitch deck
- Led analytics meetings weekly to ensure action items were being met on time, reported progress to other leads and project managers each week

Lead Technician, University of North Texas (Sep. 2022 – Feb. 2025)

- Managed IT support across 6 UNT libraries, resolving over 6,000 tickets while leading a team of 10 technicians
- Crafted timelines and led meetings to align technicians and management on progress and action items across multiple projects

Projects

Ad Club Rebrand

As President of UNT's Ad Club, I led the organization after an eight-month hiatus by overseeing the development of a new brand identity, communications plan and strategic mission. I managed internal operations, coordinated outreach and served as the main point of contact for student members and visiting professionals. Through active relationship-building, I secured a student pipeline with WPP Media and connected our community to local agencies like VML, TRG and Moroch through the 4A's association.

New Business Pitching

Simulated agency pitching weekly through creating decks, aligning messaging, and delivering presentations in fast-paced team settings for brands such as Dr Pepper, Olipop, Cinnamon Toast Crunch, and Scooter's Coffee. This experience sharpened my ability to think on my feet and communicate clearly under pressure with limited prep time.

Education

University of North Texas (Aug. 2022 - May 2025)

B.S. in Advertising, Minor in Business Analytics

Summa Cum Laude

President, Ad Club '24-25 | Vice President, PRSSA '23