Anupam Chowdhury

Digital Content Strategist | Social & CRM Manager
E: anupam0695@gmail.com | **M:** +44 7405485410 | **A:** London, UK | LinkedIn: https://www.linkedin.com/in/anupam-chowdhury0695/
Portfolio: https://anupam-me.my.canva.site/anupam-chowdhury/

PROFILE SUMMARY

Social media and content professional with 10 years of experience building brand presence, managing paid social campaigns, and driving customer engagement for major brands and fast-growing startups. Experienced managing multi-platform social channels across Instagram, TikTok, LinkedIn and Facebook, running Meta ad campaigns, and implementing CRM systems to automate lead management and nurture at scale. Proven track record of delivering 500+ projects and optimizing digital reach, combining a computer science background with high-impact creative leadership to streamline operations and scale engagement.

WORK EXPERIENCE

Marketing Content Producer | Matoha | January 2026 - Present | London, UK

- **Manage Matoha's social channels** across Instagram, TikTok, LinkedIn and Facebook, building the monthly content calendar, maintaining brand voice, and creating **all visual, training and video content in-house**.
- Grew combined monthly social impressions to over 168,000, with more than 100% increase in overall engagement across channels within the year.
- Planned and ran Meta paid ad campaigns generating over 550 leads in two months, managing targeting, creative and budget across three concurrent campaigns at a 3.27% click-through rate and under £3 cost per lead.
- **Built and manage the Matoha CRM** in Odoo, overseeing the full lead pipeline from first contact to close.
- Designed and executed email **marketing and newsletter campaigns** end-to-end along with writing copy, building templates and managing subscriber lists, which now account for 20% of demo call bookings.
- Designed and built the full **Matoha website in Odoo from scratch** that includes product pages, homepage and About page and manage all content, video and ongoing updates.

Team Member | SushiDog | 2024–Present | London, UK

- Two years of hands-on experience in **SushiDog's customer-facing operations**, with strong knowledge of the brand, its customers, in-store culture and what drives loyalty and repeat visits.
- Developed a close understanding of the customer experience and operational rhythm that underpins the SushiDog brand.

Short Form Content Producer & Editor | MadeSimple.AI | April 2025 - July 2025 | London, UK

- Maximized video performance and **digital reach by 30%** through the production of engaging video and multimedia content for digital channels, effectively leveraging social media trends for AI product messaging.
- Managed the **complete production lifecycle** from ideation and shooting to editing and platform-specific optimization (Meta, TikTok, YouTube Shorts), by developing and implementing a systematic execution process for the team.
- Collaborated with founders to define content strategy and marketing goals, leading to effective content execution planning, that streamlined process resulted in a **20% increase in the speed** of idea generation and execution.

Creative Producer & Editor | HASH Films LTD | August 2017 - January 2025 | Dhaka, Bangladesh

- Managed high-volume media output (300+ projects) for diverse commercial clients, leading brainstorming sessions to develop comprehensive strategies that **achieved a 70% improvement in client retention**.
- Supervised post-production workflows and external vendors (editors, visual artists), providing creative leadership that **improved final delivery time efficiency by more than 50%**.
- Oversaw daily client needs including statements of work and production estimates, successfully navigating complex schedule and budget constraints to deliver projects on time and within budget.

Senior Motion & Content Producer | Therap Services | August 2017 - August 2023 | Dhaka, Bangladesh

- Directed and edited **500+ educational videos**, creating module-specific learning materials that simplified complex software for a global user base, **resulting in a 15% reduction in customer support tickets**.
- Established core procedures for media cataloguing, storage, and archival for a library of **1000+ assets**, ensuring strict compliance with **Copyright and Accessibility standards** while **improving content retrieval speed by 25%**.
- Produced webinars and virtual conferences during the COVID-19 transition, contributing creative remote workflow solutions that **reduced production time by 35%** while maintaining institutional standards.

Video Specialist | BRAC James P Grant School of Public Health | January 2020 – February 2020 | Bangladesh

- Led the creation of **4 research documentaries**, translating complex academic research into a compelling visual narrative for a global audience.
- Managed production planning, cinematography, editing, and color grading to execute high-quality projects on limited budgets.

KEY EXPERTISE

- **End-to-End Video Production Ownership:** Expertly produced and optimized **content for social media** platforms, leveraging current trends and specific platform algorithms for **maximum video performance and reach**.
- **Creative Leadership:** Served as editorial lead/director **on set and in post-production**, guiding projects from **concept to delivery** while maintaining creative vision.
- **Production Development:** Strong understanding of production elements, including topline **budgets, scheduling, storyboards, shooting, and scripts**, gained from managing 300+ major video projects.
- **AI Content and Workflow Optimization:** Expertly leverage **generative AI tools** and strategic prompting for accelerated content production, including rapid concept generation, research synthesis, and enhanced photography, video, and design workflows. Provide essential administrative and logistical support through AI-driven efficiencies.
- **Post-Production & Edit Producing:** Highly proficient in **edit producing, managing post-production teams,** and crafting final deliverables using **industry-standard software** (Premiere Pro, FCPX, DaVinci Resolve).
- **Audience Engagement & Strategy:** Expertise in creating broad, popular, and factual entertainment content; skilled in **developing ideas with strong, recognizable social mechanics and audience attribution**.

SKILLS

- **Social Media:** Instagram · TikTok · LinkedIn · Facebook · Meta Ads Manager · Paid Social · Community Management · Content Calendars · Email Marketing · Newsletter Campaigns · Analytics & Reporting
- **CRM & Automation:** Odoo CRM · GoHighLevel · Lead Pipeline Management · Sales Tracking · Email Automation · Workflow Automation · Meta Business Suite.
- **Content & Production:** Adobe Creative Cloud · Premiere Pro · CapCut · Canva · DaVinci Resolve · Final Cut Pro · Short-Form Video · Motion Graphics · Photography · Videography.
- **Digital & Tools:** Odoo Website Builder · AI Tools · Claude AI · Automation Workflows · Asana · Project Management.

PROJECTS & RECOGNITION

- **University Prize Winner** – MA Film Production Programme, University of Hertfordshire (2024)
- **Awarded a fund** from Cynthia Dikinson Fund for Exceptional Film Project (2024).
- The Consortium of Universities of **Global Health (2023) Award** for "Environmental Impacts of LPG Distribution in the Rohingya Refugee Camp," a collaboration with Stanford University and icddrb.
- Winner, Intra University **Short Film Competition** – The Mirror (2014)
- Spearheaded the creative **production and strategy** for the highly successful FACD CAB **Education Fair** (the largest education fair in Bangladesh) for three consecutive years.
- **Collaborated with over 600 students** to produce a documentary about the BRAC University Residential Campus, showcasing its culture, education, motivation, and student life.
- Created a country-wide awareness campaign for the **Shell Advance Product Launch** and the **Master Mechanic Reality Show**, significantly boosting recognition for the Shell brand and its product portfolio.

EDUCATION

MA Film Production | University of Hertfordshire | 2023 – 2024

- **Modules:** Film Production (Directing, Editing, Cinematography, Production).
- **Dissertation:** "Jaal" Short Film (Distinction). **University Prize Winner** (2024).

BSc. in Computer Science | BRAC University | 2013 - 2017

- **Relevance:** Strong technical foundation for use of **technology, programming, analytics,** and **digital asset management** tool integration.