

ANIRUDH MURTHY

- Social Media Strategist
- Creative Producer
- Video Editor
- AI Content Creator



PORTFOLIO

CONTACT



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irudh-murthy-9b3174222/

ABOUT ME

I am a Creative first Social Media Strategist and Video Editor with 5+ years of experience creating high-engagement content for sports teams and consumer brands. Skilled in social-first campaigns, short-form storytelling, AI-assisted content production, and fast-paced digital content across Instagram and YouTube.

Worked with brands and sports properties including Royal Challengers Bengaluru, Kolkata Knight Riders, Kerala Blasters FC, Formula E, Bengaluru Bulls, Ola, and VRL Logistics.

EDUCATION

St Joseph's College (Autonomous)

2020 - 2023 | B. Voc Visual Media & Filmmaking,

St Joseph's Pre University College

2015-2017 | Pre University

EXPERIENCE

Social Media Creative Producer & Video Editor

Nov 2025-
Present

OkayDone Media

- Spearheaded AI-enabled content production for Royal Challengers Bengaluru Men's and Women's teams, delivering high-volume social content across match days, campaigns, sponsorships, and branded partnerships.
- Built generative AI workflows for image, video, and motion asset creation, combining AI tools with traditional editing to accelerate production and creative experimentation.
- Produced AI-assisted videos and AI-generated campaign assets for leading brands including Ola, VRL Travels & Logistics, CBD, and Yaakay.
- Continuously evaluated and deployed emerging AI models and prompt systems to optimize creative workflows, reduce turnaround times, and scale content production.

Feb 2023 -
Nov 2025

Video Editor

Meraki Sport and Entertainment Pvt.
Ltd

- Created Videos for Kolkata Knight Riders, Kerala Blasters FC, Sunrisers Eastern Cape, East Bengal FC, Bengaluru Bulls, Northeast United FC, Dream Sports Foundation, Formula E and RR Super royals Delivered exceptional
- content in the form of reels, YouTube videos and advertisements along with stadium big-screen content. Responsible for maintaining
- the repository for Match footage and season templates for Kerala Blasters FC.

Nov 2021 -
Oct 2022

Video Editor Social media Vah Vah!

- Created compelling videos and testimonials for online brand promotions. Explored and implemented
- new content methods to reach and engage relevant target audiences on YouTube and Instagram

Sep 2019 -
Jul 2020

Sales And Customer Service Advisor [24]7.ai

- Worked for AT&T for sale and tech service.

STRENGTHS

- Ability to handle a situation in a very effective manner
- Time Management
- Positive Attitude and Adaptability
- Excellent Team-player
- Problem-solving

SKILLS

Video editing	
Graphics Design	
Photography	
Videography	
Motion Graphics	

PERSONAL INFO

Date of Birth: May 27, 1999

Languages: English, Hindi, Tamil and
Kannada

ACHIEVEMENTS

- StateLevel Football Champion-Karnataka State
- District level champion Shot Put
- District level champion Javelin
- Won the photography competition at Artemis College Fest, Jyoti Nivas College.