



# Anand Kumar Chelluri

Team Leader (Project Coordination)

## PROFILE SUMMARY

A Media Industry professional (localisation) with 13 years of experience spanning across Project Planning and Management, People Management, Team Building, Operations Management, and Client Communication. An MBA graduate using the learned skills and qualification in real life business management. Always ready to take up new challenges both at personal and professional levels. Very keen to work hard and smartly on organisations predefined goals to achieve organisational and personal goals without impacting the work life balance.

## EDUCATION

- 2009 MBA/PGDM  
Master School of Management, Meerut
- 2002 B.Com  
Calcutta University
- 1999 XIIth  
English
- 1997 Xth  
English

## WORK EXPERIENCE

## PERSONAL INFORMATION

- Email**  
chelluri143@gmail.com
- Mobile**  
(+91) 8861865816
- Total work experience**  
13 Years 0 Month
- Social Link**  
linkedin.com/in/anand-kumar-chelluri-801b7012

## KEY SKILLS

- Team Management
- Content Management
- Content Strategy
- Client Engagement
- Vendor Management
- Project Planning
- End to End Implementation
- Dubbing
- Audacity
- Quality Audit

## OTHER PERSONAL DETAILS

- City** Bengaluru
- Country** INDIA

Dec 2021 - Oct  
2024

Team Leader (Project Coordination)

### **Deluxe Entertainment**

- Spearheaded a dedicated Vendor Coordination Team responsible for offloading projects to vendors, ensuring smooth coordination and timely delivery
- Communicated expected delivery dates for titles/assets through internal systems and Email/verbal communication, ensuring clarity and managing special cases and exceptions
- Led the resolution of internal and external challenges promptly, effectively distributing work across departments/teams
- Worked closely with Project Coordinators to oversee and optimize day-to-day production operations
- Collaborated with Project Coordinators to ensure on-time completion of deliverables as per client agreements
- Provided constructive feedback and guidance to Project Coordinators to optimize team performance
- Offered regular guidance to team members, ensuring achievement of daily objectives for internal operations and client requests
- Proactively identified and addressed potential project issues, communicated solutions to clients/teams, and initiated corrective action plans as needed, especially during client escalations
- Developed and implemented checklists and guidelines to improve the quality and timeliness of deliverables
- Conducted periodic training sessions for existing and new team members to enhance their skills and knowledge
- Partnered with Production Teams to streamline processes, resolve issues, and assess resource requirements to surpass client expectations

### **HOBBIES**

Career Counseling , Understanding Human Psychology/Behaviour, Cooking

### **LANGUAGES**

- English
- Hindi
- Telugu
- Bengali

### **EXTRA CURRICULAR**

Apr 2017 - Sep  
2021

Team Leader (India Team)

**IYUNO Media R&D Pvt Ltd.**

- Managed a team of 10-15 editors in the India office, effectively improving productivity and quality.
- Assisted HR in the recruitment process by conducting interviews for potential candidates, ensuring the selection of high-caliber professionals for the team.
- Fostered a harmonious work environment by providing support and guidance to editors for their professional growth within the organization.
- Demonstrated expertise in project management by understanding project requirements, creating schedules, and ensuring timely completion, resulting in 20% improvement in project delivery timelines.
- Proactively addressed client escalations, providing effective solutions and maintaining high satisfaction levels.
- Coordinated with Project Coordinator to create projects on IYUNO-SDI's internal platform, ensuring seamless workflow and compliance with project timelines.
- Oversaw the translation, proofreading, editing, and quality control of subtitles, dubbing scripts, and other deliverables, resulting in a 15% reduction in errors and improved overall quality.
- Managed content writing, curation, and conversion of files into various formats as per clients' requirements, ensuring alignment with industry standards.
- Demonstrated strong client servicing skills by understanding client requirements, following up for essential materials, and delivering files as per agreed timelines, resulting in enhanced client satisfaction and retention.

Jun 2016 - Apr  
2017

Assistant Editor

**Onionfans Tech Media Private Limited**

- Researched, planned, developed, and created engaging and informative content for Onionfans, including company descriptions and long-format articles.
- Wrote SEO-friendly and engaging content for third-party sites and guest blogs to enhance link-building strategies.
- Supported social media and PR requirements to achieve organizational goals.
- Proofread and edited content generated by in-house writers or agencies to ensure high quality.
- Identified and incorporated relevant keywords to improve current website content for proper keyword usage and targeted audience incorporation.
- Worked closely with SEO analysts to understand SEO requirements and develop content in line with strategies to increase website traffic and improve rankings.
- Produced 100% original and unique content, consistently complying with copyright norms to maintain content integrity.

Jun 2014 - Feb  
2016

Author - Digital Media

### **ANSR Source**

Responsible for Project Management, Project Execution, Vendor Management, and coordination with Client/ Client Representatives, Project Leads/ Managers, and Team Members Responsible for content research and Creation of digital courseware (videos, presentations, reading material, etc.), preparing content for test banks, quizzes, quantitative exercises, presentations, instructor guidebooks, instructional videos, and other forms of interactive educational content.

Nov 2011 - May  
2014

Content Editor

### **PRIME FOCUS TECHNOLOGIES, BANGALORE**

Visual media processing that includes translation of scripts, time coding finally doing the quality check for the same before dispatching to the respective clients.

## **INTERNSHIP**

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2 Months

Annual H R Survey.

### **Sharda Exports**

Interaction with employees, knowing their problems through feedback and preparing the final report.