

# SHANTANU SUNDAR

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## PROFESSIONAL SUMMARY

Senior Associate – Marketing at **Cashfree Payments**, leading developer community growth and marketing for the company's AI Stack and partnerships after an intern-to-full-time promotion in six months. Previously drove content and ambassador programs for OnePlus India and Bajaj Capital. MBA in Marketing & Operations, O.P. Jindal Global University, Class of 2026.

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## EDUCATION

**Master of Business Administration with Specialization in MKT & Ops | O.P Jindal Global University**  
Current CGPA: 7.511/8

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## EXPERIENCE

- **Cashfree Payments | Jan 2026 – Present**

*Senior Associate – Marketing | Jul 2026 – Present*

- Lead growth of Cashfree's developer community, driving member acquisition, engagement, and retention through content, events, and Discord programming
- Partner with product teams to drive awareness and adoption of developer-facing products through campaigns and community activations
- Ideating on marketing for Cashfree's AI Stack, including launch content, campaigns, and co-marketing initiatives with strategic partners

- **Product Marketing and Community Manager Intern | Jan 2026 – Jul 2026**

- Managed WTFraud, a community focused on payments, KYC, risk, and compliance
- Ideated and developed content for LinkedIn, Instagram, and YouTube
- Built a Discord bot to answer queries, introduce members, and scrape analytics and messages
- Produced and edited video content showcasing Cashfree's AI Stack

- **Marketing Intern | Bajaj Capital | May 2025 – July 2025**

- Designed and optimized platform-specific creatives for LinkedIn and Instagram campaigns, increasing engagement and achieving 64,000+ views using Adobe Photoshop, Premiere Pro and After Effects.

- **Team Leader/ Student Ambassador | OnePlus India | November 2023- August 2024 & February 2025 – August 2025**

- Led the content and coordination for the ambassador program, working with OnePlus and YouthBeat teams.
- Created and executed Instagram content strategies, boosting engagement by ~20%, improving audience retention and strengthening campus brand awareness with over **31 reels** and an **average views rate of 7200, the highest being 23.9k views**

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## SKILLS

- **Technical Skills:**

Adobe Photoshop, Premiere Pro, After Effects, Illustrator, Canva, MS Excel

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- **Marketing Skills:**

Digital Marketing, Social Media Strategy, Content Marketing, Campaign Strategy, Marketing Analytics, Brand Management, Performance Marketing, Generative AI and Prompting for Marketing

## **ACHIEVEMENTS & EXTRA CURRICULAR ACTIVITIES**

- Best Leader(Male) award 2024-25 from Jindal Global Business School
- Secretary of the Social Media Committee of the JGBS SGRC (Student Grievance Redressal Cell) for 2 years
- Led social media strategy and digital branding for university fests Biswamil and Magnus, driving student engagement and online visibility.

## **CERTIFICATIONS**

1. GOOGLE CAREER CERTIFICATES – [GOOGLE DIGITAL MARKETING & E-COMMERCE](#)
2. GOOGLE CAREER CERTIFICATES – [GOOGLE AI ESSENTIALS](#)
3. IBM SPECIALIZATION - [AI FOUNDATIONS FOR EVERYONE](#)

