

Lakshmanakumar M

Political Analyst - Digital Strategist

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EXPERIENCE

Populus Empowerment Network, Chennai — *Political Analyst*

FULL TIME | OCTOBER 2022 - JUNE 2026

Digital Media Strategist – 2026 Election War Room (State Level)

MARCH 2026 - APRIL 2026

Managed statewide digital campaigns, political communication, and social media strategy during the election campaign.

Digital Media Coordinator – Youth Wing Mandala Maanadu

MARCH 2026 - APRIL 2026

Coordinated digital promotions, social media activities, and event communication for the Youth Wing Mandala Maanadu.

SM POC for Ministers, District Secretaries, MLAs & MPs Coordination

MARCH 2025 - PRESENT

Act as Social Media POC for high-ranking officials, managing communication, strategy, and campaign coordination.

Political Analyst & Network Team Coordinator

NOVEMBER 2024 - MARCH 2025

Led field coordination and data collection for campaign insights, improving outreach efficiency.

Political Analyst | Social Media Content Team Lead | Network Coordination

OCTOBER 2023 - NOVEMBER 2024

Directed social media campaigns and data-driven strategies to increase engagement and reach.

Associate Analyst | Political Research & Social Media

OCTOBER 2022 - OCTOBER 2023

Conducted research, analyzed political trends, and supported digital communication planning.

SKILLS

Data Analysis

Team Coordination

Political Research

Political Strategy

Digital Communication

Stakeholder Management

Social Media Marketing

Content Strategy

Digital Campaigns

Social Media

Sales Management

Business Development

Client Relations

Customer Service

Sales Support

Relationship Management

Political Analysis

Campaign Management

Data Coordination

Software Development

Debugging

Application Optimization

Digital Marketing

People Network

CERTIFICATIONS

Digital Marketing with AI course

LANGUAGES

Tamil

English

ICICI Bank, Chennai— *Sales Manager*

APRIL 2022 - OCTOBER 2022

Sales Manager

OCTOBER 2022 - NOVEMBER 2022

Managed client relationships, promoted financial products, and achieved business growth goals.

Associate

APRIL 2022 - OCTOBER 2022

Supported sales operations, loan processing, and customer acquisition initiatives.

I-PAC , Chennai — *Political Assistant*

OCTOBER 2020 - JULY 2021

Handled political research, data interpretation, and grassroots coordination for campaign execution.

GoDB Tech , Chennai — *Software Developer*

MAY 2018 - DECEMBER 2018

Developed and tested client-based software modules ensuring efficiency and scalability.

EDUCATION

Muthayammal Engineering College, Namakkal— *Master of Computer Applications (MCA), Computer Engineering*

MAY 2016 - JULY 2018

GRADE A+

Salem Sowdeswari College, Salem— *Bachelor of Computer Applications (BCA), Computer Science*

JUNE 2013 - JUNE 2016

GRADE A+

Government Higher Secondary School, Vennandur— *Higher Secondary (+2), Computer Science*

MAY 2011 - JUNE 2013

GRADE A+