

Akhil Tripathi

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Experiential music marketing / music editorial / live event support. Five years across Indian independent music, from releases and interviews to concerts and artist-led projects.

CORE STRENGTHS

i.

- 01 Experiential music marketing & live IP development
- 02 Editorial writing across independent music, film, poetry and fandom
- 03 Artist interviews, reviews, captions, scripts and features
- 04 Brand identity, event pages, visual systems and promo assets
- 05 Community outreach across local pages and artist networks
- 06 Live event support: recce, setup, visuals and core-team coordination
- 07 Social content, curation, campaign support and release assets
- 08 Cross-functional work with artists, producers, vendors and partners

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I usually start by obsessing over the music: credits, references, lyrics, stories, what people are actually feeling. The marketing comes after that.

TOOLS & SKILLS

ii.

AI & CREATIVE TECH

AI-assisted research · content creation · curation · design support · video editing · color grading · Claude · Gemini · DaVinci Resolve · RawTherapee

DESIGN & CONTENT

Figma · Adobe Illustrator · Keynote · captions · visual identity · documentation

MARKETING & OPS

Digital marketing · community outreach · artist coordination · partner & vendor comms · event setup · Google Suite · Podio

TECHNICAL

Python · Java · C/C++ · HTML · CSS · MERN basics · prototyping · Lucidchart

SELECTED EXPERIENCE

iv.

2024-
NOW

The Indian Music Diaries

Writer & Interviewer

Write reviews, interviews, and features on Indian independent artists, albums, poetry, and scene shifts, helping grow the platform from **40K to 140K** Instagram followers.

Interviewed and profiled artists including **Dhee, Siddharth Pandit, Alok Ranjan Srivastava, Muhafiz**, and **The Indian Choral Ensemble**, focusing on craft, process, roots, and collaboration.

Published **6** major interviews and reviews spanning love, language, choral traditions, South Indian indie identity, and the link between mainstream and independent music.

2025

CHENNAI

DARPAN

Core Team · Branding & Experience MUSEUM THEATRE, EGMORE

Named and helped shape DARPAN, a live music IP built around Indian musical inheritance, the guru-shishya tradition, and gratitude to teachers, parents, and culture.

Turned Vinay Verma's tribute concept into event language, visual identity, and audience-facing positioning, taking it from idea to staged show in **15 days**.

Owned branding, design, event listing, promotional outreach, local-page coordination, venue recce, on-ground setup, and live VJ visuals for an intimate **400-seat** auditorium.

Worked with Usha Rani Damerla and Vinay Verma on production readiness, curation support, and execution. The Chennai edition ran at the Government Museum / Museum Theatre and drew local press.

PAST

DIGITAL

Music Community

Former Content Writer & Conceptualiser INSTAGRAM

Wrote and conceptualised Instagram-led music content across Bollywood, Indian and international music, film songs, artists, history, and listening culture.

Created **100 posts** across album deep dives, recommendations, explainers, topical pieces, and conversations, covering *Rang De Basanti*, Nescafe Basement, *Maine Dil Se Kaha*, Indian classical singers, Irshad Kamil, and the role of songs in cinema.

LANGUAGES

English · Hindi

EDUCATION

iii.

Vellore Institute of Technology

Undergraduate · Engineering

CGPA 8.3

HCI · Web Development · Organizational Development · Network Security · Data Structures

SELECTED METRICS

vii.

40K → 140K followers grown (TMD)

6 interviews & reviews published

100 posts · Music Community

3 releases shipped, 1 in production

3-city showcase & awards run

50+ events promoted · KMMC

10 yrs & 100+ live shows

400-seat hall · 15-day build · DARPAN

2025-
NOW

SAHA Records / Vinay Verma Collective

Branding, Marketing & Production Support MUMBAI · CHENNAI

Handled branding, marketing, edit support, BTS documentation, production coordination, and release copy across 3 releases shipped to all major platforms, with a fourth in production.

Worked across pre-production, shoot days, post, release material, and campaign planning for *Rehem Kar*, *Baat*, *Vande Mataram*, and the upcoming fourth release.

Vande Mataram was produced across 3 cities (Mumbai, Chennai, Budapest), from recording through post.

Also supported RANI Podcast and live/cultural formats, working directly with Usha Rani Damerla and Vinay Verma on day-to-day execution.

ONGOING

CHENNAI

KM Music Conservatory / KM Student Body

Publicity, Marketing & Social Media

Created social creatives, captions, and promo assets for 50+ student-body and faculty events, including recitals, concerts, showcases, and independent music evenings.

Designed promotional material for *Lunchtime Recital*, *The Indian Summer*, *Coco: A Musical Adaptation*, *Cross Cultural Harmony*, *Originals Jam*, and *Hot Trumpet Summer*.

ONGOING

INDIA

The Indian Music Diaries Showcase & Awards

Event Support · Artist & Experience Assistance

Supported execution of a 3-city showcase series (Delhi, Bengaluru, Mumbai) across artist coordination, guest experience, documentation, and team planning, plus promo around Indian independent music programming.

ONGOING

LIVE

Live Music & Performance

Singer · Keyboardist · Bass

10 years and 100+ shows as a singer, keyboardist, and bassist, with first-hand understanding of rehearsal rooms, artist needs, set flow, and audience response. Performed in intimate live settings with audiences up to about 300.

EARLIER EXPERIENCE

v.

Datalytics

UI/UX DESIGNER · 2020

Designed high-fidelity interfaces, wireframes, and UX mockups for product, website, and web-app experiences.

Humorbaba Pvt. Ltd.

UI/UX · SOCIAL MEDIA · 2020

Social marketing content plus frontend interface design, customer journey mapping, app screens, and prototypes.

AIIESEC in India / VIT

L&D · HR · CR · TEAM LEAD · 2018-20

Led and trained a 4-person team across sales, organisational behaviour, and operations. Migrated member data from spreadsheets to Podio for a national network.

VIT Community Radio 90.8

RADIO JOCKEY · MUSIC · 2018-

Hosted music-led radio programming and built audio presentation and listener-facing communication.

SELECTED PUBLIC PROOF

vi.

§ **The Indian Music Diaries** – author page with published interviews and reviews under Akhil Tripathi.

§ **DARPAN 2.0** – public event listing, Museum Theatre, Chennai. Curated by Vinay Verma Collective with Damerla Usha and SAHA Records; tribute to musical roots and gurus.

§ **SAHA Records releases** – *Rehem Kar*, *Baat*, and *Vande Mataram* distributed across major music platforms.

§ **Vande Mataram press coverage** – release by Usha Rani Damerla and Vinay Verma, with recordings, shoots, and post across Mumbai, Chennai, and Budapest.