

B. Jyothi Swaroop

Associate Director, Brand & Content

Bangalore, India · workwithswaroop@gmail.com · linkedin.com/in/swaroop-talks · youtube.com/@SwaroopVITB · codewithswaroop.com

Brand and content leader who builds brands students trust, and the systems that scale them. At Scaler School of Technology I run brand and content across five channels, grew them organically (YouTube 4K → 78K), and grew my own audience past a million. I think in funnels, lead lean teams, and build AI content systems that produce at agency scale.

EXPERIENCE

Associate Director, Brand & Content · Scaler School of Technology

Since 2024 · Bangalore

- Own brand and content across five channels: YouTube, Instagram, LinkedIn, X and the blog.
- Grew them organically: **YouTube 4K → 78K, LinkedIn 2K → 17K, Instagram 4K → 26K.**
- Lead four pods; manage agencies, freelancers, editors and interns, from hiring to shipping.
- Built a student UGC creator engine that acquires at roughly **75% lower CAC** than influencer campaigns.
- Run 30 to 40 day sprints feeding admissions; most of SST's organic inbound is now content-led.

Founder · MentiBY Technologies

Since 2024

- Cohort-based learning platform: XP, accountability loops, WhatsApp doubt-solving, 21-day LinkedIn Challenge.
- Shipped codewithswaroop.com and a mobile app: **200K+ registered users, 50,000+ downloads.** Profitable from cohort one, no outside funding.

Creator · Swaroop Talks

Since 2021

- Grew my own YouTube from **80K to 460K subscribers in two years**, all organic. 1M+ across platforms.
- 28.8M YouTube views, 2M+ watch hours, in Telugu and Tenglish. A real distribution moat.

SELECTED CAMPAIGNS (SST)

- **Meta x PyTorch OpenEnv Hackathon** (India's first, hosted at SST): owned the full content op; recap praised by the Meta and PyTorch teams; 2x the reach of any prior SST event.
- **SST launch film, San Francisco**: produced a founder-led brand film shot in SF, coordinated end to end remotely from India.
- **UGC creator engine & team**: built a student creator community that acquires at ~75% lower CAC than influencers, as a repeatable system.
- **Event films**: directed the Yugaantar fest after-movie and led SST's four-day India AI Impact Summit coverage.
- **Super Mentor series & Robodog campaign**: in-house leader sessions shipped in 1 to 2 days; a robot-dog hero campaign shot across Bangalore.

AI SYSTEMS BUILT

Carousel Engine (5 posts/day) · Reel Engine (SSML + critic) · Brand Reply System · CreatorOS (multi-agent) · BrandForge AI (brand voice guides) · 20+ custom AI skills.

SPEAKING

TEDxACE Engineering College (TEDx Speaker) · IIT Tirupati (Guest Lecturer) · Future in Tech After XII Summit · Smart India Hackathon (Mentor) · Personal branding workshops across AP & Telangana.

EDUCATION

Vishnu Institute of Technology, Bhimavaram
B.Tech, Electronics & Communication Engineering

SKILLS

Brand & content strategy · Funnel / performance content · Team & agency management · Video, script to distribution · AI content systems · Storytelling · Telugu & English