

ANIKETHAN HK

Head of Creative, Strategy and Operations | Generative AI | Enterprise Customers

Bengaluru, India · shastryaniketh1@gmail.com · linkedin.com/in/anikethan-hk-52721a1b8 · portfolio-rho-snowy-12.vercel.app

SUMMARY

Founding-team leader at VitraAI, a Generative AI startup (Jul 2021 to present). Over five years I moved from founding linguist through customer success and solutions architecture to leading creative, strategy and operations. I built Hyper Personalization from zero, grew paying enterprise clients 400%+, and drive 50%+ of company revenue, working with enterprise customers from onboarding through delivery and growth.

SELECTED IMPACT

- **Revenue:** drive 50%+ of company revenue directly.
- **Enterprise growth:** grew paying enterprise clients 400%+ on my watch.
- **Product:** built Hyper Personalization from zero and still run it. Upload one creative and it is translated into every language, personalized per end customer and delivered on WhatsApp.
- **Delivery:** 50% faster project timelines through workflow and AI-tooling redesign, with 100% on-time delivery.
- **Mahindra Tractors (four-year partnership):** Virtual Drive, 250,000+ personalized AI videos with 5M+ impressions and 12 awards; Talking Tractor went viral and won 3 awards; also shipped a custom decal app for end customers.
- **IIFL:** localized 50 courses into 11 languages using Gen AI translation pipelines.

EXPERIENCE

VitraAI, Bengaluru — Founding Team Member (Full-time) Jul 2021 – Present

Head of Creative, Strategy and Operations Apr 2026 – Present

- Lead creative, strategy and operations across the company. Own Hyper Personalization end to end: ideation, execution and day-to-day management of a product that translates, personalizes and delivers marketing collateral at scale.
- Turn Generative AI workflows into profitable, delivered enterprise campaigns, with P&L oversight and enterprise account scaling; lead product direction for the next creative-automation build, now in development.

Head of Operations May 2025 – Apr 2026

- Ran operations and delivery for the company and took Hyper Personalization from ideation to day-to-day management.

Lead Solutions Architect May 2024 – Sep 2025

- Enhanced workflow efficiency across delivery teams by implementing and standardizing scalable AI tools; designed technical solutions for creative automation platforms using LLMs and Generative AI.
- Led the Mahindra Virtual Drive (250,000+ personalized videos, 5M+ impressions) and built a custom decal application for end customers.

Solutions Architect Dec 2022 – Apr 2024

- Built AI frameworks for customized media generation and multilingual content, including the IIFL e-learning localization: 50 courses in 11 languages through Gen AI translation pipelines.

Manager, Customer Success May 2022 – Apr 2023

- Led the account managers responsible for client satisfaction and retention.

Team Manager, Customer Success Dec 2021 – May 2022

- Led a team of account managers for delivery consistency, client satisfaction and long-term retention.

Founding Linguistic Expert, Customer Success (Content) Jul 2021 – Dec 2021

- Managed multilingual NLP outputs and supported creative text generation.

SKILLS & EDUCATION

AI & Product: Generative AI and LLMs, prompt engineering, Python, data workflow design, AI automation, multilingual transcreation

Commercial & Ops: P&L oversight, enterprise account scaling, delivery operations, team leadership, storytelling and brand development

Certifications: Foundations of Data Science (Google), Introduction to LLM (Google), Complete Digital Marketing (Udemy)

Education: BCA, MIT First Grade College, Mysuru, 2017 – 2020

Also: Co-founded Aparyapatha, a theatre and music group, with shows across Karnataka in 21+ languages.