

Anandhan Durai

Actor · Brand Face · Storyteller

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Bengaluru, India

Versatile Actor, Video Presenter, and Brand Face with 5+ years of experience delivering impactful on-screen performances across digital, commercial, and live platforms. Featured in branded campaigns as the face of multiple products, creating authentic Tamil and English content that connects with diverse audiences. Skilled in acting, script interpretation, on-camera presentation, voice delivery, and brand storytelling, with over 4,100 hours of content creation and experience engaging 5,000+ audiences and clients through live events and digital media. Passionate about portraying meaningful characters, collaborating with creative teams, and seeking opportunities in films, web series, television, commercials, and brand campaigns as an actor and on-screen presenter.

EMPLOYMENT HISTORY

Video Presenter · Entri Software Pvt Ltd

2024 – 2026

- Delivered high-impact video tutorials on financial literacy, Digital marketing and EdTech topics for YouTube and the Entri platform, driving a 30% increase in learner engagement.
- Delivered dynamic on-camera performances for advertisements and promotional campaigns, driving a 25% increase in audience engagement and boosting viewer loyalty.
- Partnered with creative teams to design and deliver compelling video content, ensuring quality and alignment with platform objectives.

UGC Creator

2023 – 2026

- Collaborated with leading brands including JioFiber, Good Air, and Villain to create authentic, high-performing User-Generated Content (UGC) tailored for digital marketing campaigns.
- Managed end-to-end content execution, including script verification, Tamil translation/localization, on-camera presentation, and timely delivery, ensuring brand messaging resonated with regional audiences.
- Served as the face of Meta ads and social media campaigns for Good Air and delivered engaging promotional videos for multiple brands, showcasing strong storytelling, presentation, and content creation skills.

Curefit Healthcare Pvt. Ltd

Cluster Format Head [CFH] - Dance Fitness Jan 2026 - Present

- Led, mentored, and trained a team of 50+ dance fitness trainers, driving performance excellence, choreography execution, and consistent delivery of high-quality member experiences.
- Served as Lead Dancer for Cultfit Corporate events and stage performances, choreographing large-scale productions while confidently engaging live audiences and representing the brand.
- Managed two competitive activity zones at the Cult Unbound Championship Fitness Carnival, Whitefield, Bengaluru (March 2026), overseeing 300+ participants and leading a team of Zone Supervisors and Judges to ensure smooth coordination and timely execution.
- Performed as one of the Lead Dancer at the Cult Dance League Finale (June 2026), energizing a live audience of 500+ participants. Served on the judging panel evaluating 10+ finalist teams on performance quality, synchronization, and stage presence.

Trainer - Dance Fitness 2019 – 2025

- Deliver high-energy Dance Fitness and Bodyweight Training (Prowl Format) classes, maintaining strong member satisfaction and class occupancy across the cluster.
- Act as primary point of contact for cluster trainers, ensuring smooth communication, support, and alignment on the latest routines through regular playlist practice sessions.
- Conduct audits and quality checks across centers to uphold Cult Fit standards, collaborating with operations and format teams to implement new routines and gather member feedback.
- Apply deep market understanding of Chennai and Bengaluru member pulse to enhance overall experience; actively coordinate Cult events to drive brand visibility and engagement.

EDUCATION

Diploma – Electronics & Communication Engineering

CPT College, Taramani, TN 2008 – 2011

MILESTONES

Google Project Management

August 2024

Born on Instagram – Meta

September 2022

MOJ Content Creator

June 2022 · 100k followers

EXPERTISE

- Video Production
- Audience Engagement
- On-Camera Presence
- Content Creation & Scriptwriting
- Live Hosting & Presentation

SKILLS

- Public Speaking & Communication
- Creativity
- Interviewing & Interpersonal
- Editing & Production
- Acting
- Audience Engagement & Adaptability

LANGUAGES

- English [Proficient]
- Tamil [Native & Proficient]