



## Tushar Nayak

*PGDM in Marketing with HR Minor - Equipping for Sales and Service*

### CAREER OBJECTIVE

My objective is to secure a client-facing role in account management in the sales domain to leverage my creativity, storytelling, and people skills to add value, grow and become an indispensable asset to the organization.

### ACADEMIC PROJECT(S)

**Organization:** OMD

**Topic:** Request for Problem (RFP)

**Objective:** To understand the various dependent variables that are affected and provide recommendations in the marketing domain to improve the marketing strategies of the organization. (*Project in Progress*)

**Topic:** Research Incubation (RI) in Advertising and Media Industry with respect to Muthoot Finance

**Objective:** To shine a light on the customer's preferences, awareness, barriers and triggers to obtaining gold loans. (*Project in Progress*)

**Topic:** Design Thinking Project - Kayvee Sales Corporation

**Outcome:** Used designing thinking concepts to allocate more space in the warehouse and aid in the timely location of the products.

**Topic:** Introduction to Digital Business - BKS Power Tools

**Outcome:** Upgraded the business model from a brick-and-mortar store into a platform business.

**Topic:** Integrated Marketing Communication

**Outcome:** Built a new service app. It is a platform-based app where tourists can book tour guides. The project involved building a marketing communication strategy across all the touchpoints.

**Topic:** Brand Management

**Outcome:** Built an AI-based clothing and accessories designing website and utilized the concepts from the subject to launch it as a brand.

### PROFESSIONAL QUALIFICATION

**Post Graduate Diploma in Management in Marketing | HR Minor | Jagdish Sheth School of Management | Class of 2024 | CGPA of 6.9 on 10**  
**Bachelor of Commerce | Christ Deemed to be University | 2021 | CGPA: 7 on 10**

### EDUCATION

**Second PUC with Commerce | Christ Junior College | 2018 | 93%**

**Secondary School | Carmel High School | 2016 | 95.52%**

### ACCOMPLISHMENTS & ACTIVITIES

- **Secured 1<sup>st</sup> rank** in Business Debate in 2022 in an intra-class debate at JAGSOM.
- **Secured 1<sup>st</sup> place** in PEP Talks, an intra-class speech competition at JAGSOM.
- **Managed** a team of fifteen for a social immersion program to educate young children and developed a

### THOMAS PROFILE COMPETENCIES

Storytelling  
People skills  
Creative skills  
Adaptability

### TECHNICAL SKILLS & CERTIFICATIONS

Sales Target - Beginner  
Sales Planning - Beginner  
Copywriting course from TMN  
Beginner

### INTERESTS & HOBBIES

Theatre  
Reading  
Writing

### REACH ME AT

#### MOBILE NUMBER

+91 7406911511

#### Email

[tushar.nayak2224@jagsom.edu.in](mailto:tushar.nayak2224@jagsom.edu.in)

[tusharnayak2000@gmail.com](mailto:tusharnayak2000@gmail.com)

#### LinkedIn

<https://www.linkedin.com/in/tushar-nayak-5b67131a7/>

[-nayak-5b67131a7/](https://www.linkedin.com/in/tushar-nayak-5b67131a7/)

#### Domicile

Bengaluru, Karnataka

### LANGUAGES

#### English, Kannada, Hindi

(Reading, writing, speaking, and listening)

#### Konkani

(Speaking and listening)

#### Sanskrit

(Reading and writing)

**Jagdish Sheth School of Management**

(Accredited by AICTE, NBA, and AACSB)

KIADB Industrial Area 8 P & 9 P, Infosys Drive, Electronics City Phase 1, Electronic City, Bengaluru, Karnataka 560100

<https://jagsom.edu.in/>