



## Abhishek Nair

*PGDM in Marketing with Analytics Minor - Equipping for MarTech*

### CAREER OBJECTIVE

Seeking a stimulating Category Management role in a dynamic organization that promotes professional growth. Utilizing analytical skills, negotiation expertise, and strategic acumen to effectively manage categories, optimize assortments, and drive revenue growth via strategic partnerships and data-driven insights.

### PROFESSIONAL EXPERIENCE

**Organization:** Godrej & Boyce Mfg.Co.Ltd

**Designation & Duration:** Senior Sales Executive (22 months)

**Summary:** Consistently exceeded quarterly sales targets, achieving 90% or higher performance each quarter. Implemented strategic initiatives that boosted customer retention and increased Average Transaction Value (ATV) by 33.3% (from ₹24,000 to ₹32,000). Enhanced store performance by 22% within 8 months, enhancing operations and delivering a positive customer experience.

**Organization:** Godrej & Boyce Mfg.Co.Ltd

**Designation & Duration:** Graduate Trainee (12 months)

**Summary:** Successfully managed and promoted the second sales event of Godrej Interio in Kochi and made revenue of 12 Lakhs, including conducting BTL activities and utilizing INFOR to record sales and order information.

### ACADEMIC PROJECT(S)

**Organization:** Vvegano

**Topic:** Request for problem (RFP) Project in Advanced Analytics & E-commerce

**Objective:** Overcoming consumer barriers and resentment towards plant-based alternatives for effective market penetration through advanced E-commerce and marketing analytics. (*Project in progress*)

**Topic:** Research Incubation Project in E-commerce Industry

**Objective:** What insights can be gained about customers' purchase decisions when faced with different prices for the same product on a certain e-commerce platform?

### PROFESSIONAL QUALIFICATIONS

**Post Graduate Diploma in Management in Marketing | Analytics Minor |** Jagdish Sheth School of Management, Bengaluru | **Class of 2024 | CGPA of 7.8**  
**Bachelor of Business Administration |** Madras Christian College, Chennai | 2017  
**CGPA of 6.6**

### EDUCATION

**Higher Secondary with Commerce |** Asan Memorial Senior Secondary School, Chennai | 2014 | **78%**

**Secondary School |** Asan Memorial Senior Secondary School, Chennai | 2012 | **72%**

### ACCOMPLISHMENTS & ACTIVITIES

- **Best sales team award in the Tamil Nadu, Kerala (TK) zone (Godrej Interio – 2019)**
- **Best Store ambiance award in the Tamil Nadu, Kerala (TK) zone (Godrej Interio-2019)**
- **Member of Scrub Society, during my graduation (Madras Christian College)**

### THOMAS PROFILE COMPETENCIES

**Analytical Thinking**  
**Planning & Organizing**  
**Listening**

### TECHNICAL SKILLS & CERTIFICATIONS

**MS Excel - Advance**  
**INFOR - Intermediate**  
**SPSS - Intermediate**  
**Google colab - Beginner**  
**Marketing in a Digital World from Coursera**  
**Content Marketing: ROI from LinkedIn**  
**Critical Thinking for Better Judgment and Decision-Making from LinkedIn**

### INTERESTS & HOBBIES

**Badminton**  
**Gaming**  
**Travelling**

### REACH ME AT

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**Domicile**  
Alappuzha, Kerala

### LANGUAGE

**English, Hindi & Malayalam**  
(Reading, Writing, Speaking, and Listening)  
**Tamil**  
(Speaking, and listening)