



Nishad Nagarkar

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ABOUT ME

A proficient senior marketing specialist with a proven track record of fostering company growth through the execution of strategic marketing plans. With a decade of experience in achieving critical business objectives, maximizing growth, and creating highly effective marketing campaigns, I leverage my core competencies to align with the company's aims, goals, and values.

PERSONAL INFORMATION

Date of birth	27th January 1992
Gender	Male
Marital status	Married
Nationality	Indian
Languages Known	Marathi, Hindi, English

WORK HISTORY

Over ten years of marketing experience, plus strategic planning and project management. Motivated professional skilled at building long-term relationships and creating customer loyalty. Highly adept at successfully coordinating diverse teams and enhancing brand awareness in multiple markets.

Marketing Manager

Lokshahi innovations pvt. ltd. / Pune / January 2025 - June 2025

Retail & Distribution Management

- Oversaw setup, branding, and upkeep of a flagship retail unit, ensuring timely execution of POSM and promotional activities.
- Spearheaded distributor onboarding in Nashik & Kolhapur, strengthening market presence and expanding trade networks.
- Coordinated with vendors and suppliers for production, installations, and delivery of retail branding and promotional campaigns.
- Acted as the primary liaison for client servicing, aligning distributor and retail requirements with internal teams.
- Handled documentation, approvals, invoicing, and reconciliations to maintain operational accuracy.
- Monitored Turnaround Time (TAT), streamlined vendor processes, and ensured campaigns were delivered within deadlines.

Marketing & Branding

- Managed social media marketing across Facebook, Instagram, and LinkedIn, driving engagement through targeted campaigns.
- Directed the creation of brand identity design and ensured consistency across all communication touchpoints.
- Led the design and development of marketing collaterals including brochures, event materials, and digital assets.
- Produced a corporate coffee table book, highlighting brand achievements and milestones for stakeholder engagement.

Brand Manager

Chandukaka Saraf Jewels Pvt. Ltd. / Pune / October 2024 - December 2024

- Strengthened the brand's premium positioning in the luxury jewelry segment with consistent communication across retail and digital platforms.
- Directed store-level branding, visual merchandising, and launch campaigns, improving customer experience and premium brand perception.
- Collaborated with design, retail, and merchandising teams to develop marketing collaterals, product catalogs, event creatives, and digital assets.
- Managed social media marketing on Instagram and Facebook to drive brand awareness, walk-ins, and customer engagement.
- Supported planning and execution of in-store events, festive exhibitions, and influencer-driven promotions to increase conversions and repeat buyer interest.
- Coordinated with vendors for production and installation of branding materials, ensuring quality, brand consistency, and timely execution.
- Worked closely with sales and CRM teams to understand high-value buyer behavior and translate insights into trust-building brand communication.
- Handled documentation, approvals, and campaign workflows to ensure smooth and timely marketing operations.

Sr. Account Manager

The Tribe / Pune / May 2022 - September 2024

- Managed & Developed marketing campaign alongside copywriters, graphic designers, and SEO specialists for digital media channels like Facebook, Instagram, LinkedIn and google adverts
- Co-ordinated with creative department team of 10 people including graphic designers, social media managers, content writers, web developers
- liasoning with vendors and suppliers for print, audio visual and outdoor work
- Reviewed and improved the performance marketing campaigns
- Analyzed complex market trends, customer and competitive data to guide the marketing team

Clients serviced:

Real Estate - Raichandani Group, HustleWin, Suyog Enterprise, SBUT, Apex Multicons, Kolte Patil Developers, **Pharma** - Zydus

Account Manager

Innovserv Digital / Pune / Dec 2021 - May 2022

- Helped the top corporate clients to come up with employee value proposition, promote their core values, improve their diversity and direct their recruitment campaigns.
- Worked closely with creative department in implementing internal strategies over digital medium.

Clients serviced:

Skipper Limited, Marico Limited, Aditya Birla Group, Sacumen (Cyber Security)

Account Manager

Skillnuts / Pune / May 2021 - Dec 2021

- Team member of new promotional campaigns 'Astropsychology', 'Digital Business Card'.
- Negotiations with vendors for all execution work

Clients serviced:

Real Estate - Paradise Properties, **Commercial Electric fittings** - Nortan's Electric, **Commercial Furniture** - Acumen Modular, **FMCG** - Archans's Herbal Products, Scents & Secret Soaps

Account Manager

Whitedot Adverts / Pune / Aug 2020 - April 2020

- coordinated with creative department of 10 people including graphic designers, social media managers and content writers.
- Roles & Responsibilities: Account management, daily briefing to team members, monthly marketing budget management

Clients serviced:

Real Estate - Pharande Developers, **Banking** - Ujjivan small finance bank, Aviom small finance bank,

Account Manager

Anunaad creative resonance / Pune / OCT 2018 - Sept 2019

- coordinated with creative department of 15 people including production managers, graphic designers, social media managers, content writers and web developers
- Roles & Responsibilities: Account management, daily briefing to team members, monthly marketing budget management.

Clients serviced:

Real Estate - Karan Developers, Nest Constructions, **Banking** - Buldana Urban Cooperative Credit Society, **Jewellers** - Apte Kanade Jewellers, **Tech** - Pratham Technologies Pvt. Ltd., Cybernetik Technologies Pvt. Ltd., Pahawa Metaltech Pvt. Ltd., **Tours & Travels** - Mango Holidays

CO-Founder

AD-VOLVE / Pune / Jan 2015 - Sept 2018

- Headed a team of 10 people including graphic designers, social media managers and content writers, web developers, production managers

Clients serviced:

Tours & Travels - Prassanna Travels Pvt. Ltd., **Hosting Services** - Hosting Duty, **Chemicals** - Lubeco Green Fluids Pvt. Ltd., Logo Smart Exhibition,

EDUCATIONAL BACKGROUND

University of Pune

Department of Management Sciences (PUMBA)

Ph.D. in Marketing – Appeared

University of Pune

Modern Institute of Business Management (MIBM)

Master of Business Administration (MBA) –

Marketing Management

University of Pune

Modern College of Arts, Science and Commerce

Bachelor of Science (B.Sc.) – Computer Science

SKILLS & PROFICIENCIES

- Product Launch Events
- Promotional Activities
- Print Production
- Outdoor Advertising
- Account Management (pan India)
- Corporate Film Production
- Newspaper Release
- Radio Release
- Social Media Advertising
- Graphic Design
- B2B & B2C Marketing Campaigns
- Strategic Media Planning
- Branding Consultancy