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An individual approximately “works” for an average of 35 years in a lifetime. During this time frame, every individual must strive to accomplish 4 objectives:

- **DO** *something* that pays their bills.
- **CREATE** *something* that did not exist before.
- **FIND** *something* that funds their aspirations.
- **PURSUE** *something* that fulfils their creative needs.

I am yet to find my one “*something*” that will help me accomplish all four at the same time.

This is my ongoing statement of accomplishment of the first 11 years of my allotted 35 years.

STUFF THAT PAY MY BILLS

(Companies where I worked full time)

Huawei Technologies, Dubai, UAE

Marketing Manager

- Handle all marketing operations for the Middle East Hosting Division
- Coordinate with PR and Social Media agencies to ensure representation in all major media channels and establish share of voice.
- Perform in depth market study to enter new markets and prepare marketing forecasts.
- Conceptualize product offerings and co-branded marketing campaigns.
- Define the Brand and prepare advertising collateral with the design team.
- Coordinate with product team for marketing related UI/UX requirements.
- Direct the content acquisition team with respect to content requirements for muchTV.
- Signed deals with 3 major telecom operators under target markets and oversaw 2 version launches of muchTV.

Changyou.com (China), Dubai, UAE

Manager – Brand & Communications (MEA, Iran & Turkey)

- Liaise between the Marketing & Operations divisions to establish the organization in Middle East, Africa, Turkey & Iran.
- Directly handle all Social Media, PR and branding functions for the region and is responsible for achieving all KPI’s as defined by the Regional User Operations team.
- Responsible for all marketing communications and outbound messaging from the company and the brand for all products launched regionally.
- Work with the product, content and editorial teams to design and implement popular content, promote it and deliver target oriented results.
- Coordinate with PR, Branding and Social Media agencies to deliver the set KPI’s from HQ.
- Build partnerships and relationships locally with local business and operational partners for the successful implementation of all marketing requirements.

- Increased regional downloads by 6% MOM, awarded Best Social Media content among 8 regional offices 3 months in a row and increased DAU, MAU by 8%.

BUZ Management & Marketing Consulting, Dubai, UAE

Head – Digital & Social Media

- Set up and head the Digital and Social Media department.
- Recruited and managed the team while building the division profile and client base.
- Responsibilities include: Campaign Planning, Budget allocation, Strategic Direction, Team management, Portfolio development, Content development, Communication strategy development, ATL & BTL activity adaptation and Digital Planning.
- In charge of all creative production for digital purposes and campaign requirements for all clients.
- Oversaw over 15 clients, increased monthly billing by 200% and maintained 35% profitability of the department.

GOMAd ideas, Dubai, UAE

Ideas & Innovation Consultant

- Head the creative brainstorming sessions for all projects.
- Instrumental in providing innovative ideas to be incorporated into business plans and business models.
- Handle consultation projects for external clients from end to end with special focus on Innovation.

J W Marriott, Mumbai, Mumbai, India

Head Bartender

- Headed the beverage operations for the Lobby Bar.
- Responsibilities included: Inventory Control, FLR, Staff Rota, BSA Standards, Bar operations, Client servicing, Operations.
- Increased overall revenue by 45% for the Lobby Bar operations on a YOY basis.

STUFF THAT I CREATED

(Companies that I founded)

www.kovaibeatz.com, Coimbatore, India

Industry – Digital/Technology/Events

- Launched Coimbatore's first lifestyle website with focus on students and young professionals.
- Was the first aggregator of the city's growing party, nightlife and events market.
- Established partnerships with colleges, restaurants and hotels.
- Built an ecosystem of contributors and writers for the platform.
- Had to shut down the platform due to political pressure that overpowered editorial discretion.

Zephyr 2 Zenith Solutionz, Cochin, India

Industry - Entertainment

- Was the lead conceptualizer and liaison for all Events and specialized in coming up with never seen before concepts and coordinating all required logistics and negotiations with clients and artists.

- Handled portfolios of various rock bands, DJ's, artists, models, emcees and photographers.
- Ensure proper representation for all registered artists in terms of shows and payments. Also conceptualized innovative show themes and marketing opportunities.
- Conduct seminars and soft skill training for graduate and post graduate students.
- Successfully executed over 15 events and 5 TV shows.

Z 2 Z Training, Coimbatore, India

Industry - Education

- Conduct seminars and soft skill training for graduate and post graduate students.
- Conduct and organise training workshops for multiple topics and subjects.
- Provide training solutions for teachers.
- Hospitality workshops for Catering Science students as additional skill development.
- Liaise with placement cells of colleges to prep students for interviews and group discussions.
- Worked with over 5 individual colleges and 3 educational groups conducting over 30 workshops and trainings.

Khaali Glass Consulting, Bengaluru, India

Industry - Hospitality

- Involved with various food and beverage outlets to standardize their operations and conceptualize new offers and products.
- Scope of services included - New cocktails, Ambience and feel of the outlet, Menu Design, LSOP & SOP documentation & implementation, Seasonal & Event based promotions, Menu pricing, Vendor relations, Inventory Control.
- Conceptualized and successfully executed over 75 house/private parties.

STUFF THAT FUND MY ASPIRATIONS

(Companies where I consulted)

K Kompany (Digital & Social Media)

Set up a completely new department that functions independently of existing business operations. Train new hires and set up standard operating procedures and documentation templates.

CI Corp (Digital Strategy)

Provide ongoing consulting on digital strategy for clients and conceptualise innovative campaign ideas. Coordinate with business and technical teams to execute short term projects and campaigns.

Citi Telecommunications (Marketing & Client Relations)

Project based assignment to streamline and standardize all business processes, documentation, build product profiles and launch innovative digital products. Achieved set KPI's 40 days before schedule and improved process delivery by 12 man hours.

Hug Digital (Strategy & Planning)

Project based assignment for a Key Client with objectives of acquiring business, establishing overall strategy and implementing best practices. Won the MEPRA Gold Award for Employee Engagement Campaign and signed 3 out of 4 major accounts pitched for during this assignment.

Touch Earth Projects Ltd. (Operations)

Hire and induct a team of 20 sales and 5 administration staff for operations in Bengaluru and Kochi. Also involved in partnerships and administrative set ups in both offices.

IIPM [Indian Institute of Planning & Management] (Marketing & Administration)

Part of the pre-opening team that started the new campus in Kochi. Negotiated partnerships, affiliations and oversaw construction of the building. Also handled the admission desk and recruited the first 20 students to the program.

STUFF THAT FULFILL MY CREATIVE NEEDS

(Personal projects that I work on)

The Arabian Post (Columnist)

Have my own regular column on The Arabian Post where I write on management and career development.

The Book of Ojuufo (Editor -in- Chief)

Maintain my own personal blog where I write on politics, social issues and entertainment

Faking News (Contributor)

Contribute satire articles for India's leading satire news website.

EDUCATION & CERTIFICATION

University of Edinburgh, United Kingdom

Animal Behaviour & Welfare

University of Amsterdam, Netherlands

Introduction to Communication Science

University of Malta

[Edward de Bono Institute for the Design & Development of Thinking]

PGD in Creativity & Innovation

Cornell University, New York, USA

Executive Leadership

Indian Institute of Planning and Management, Bangalore, India

MBA in Marketing & HR

Dropped out after clearing all papers.

Bharathiar University, Coimbatore, India

[V.L.B Jankiammal College of Arts & Science]

B.Sc. Catering Science & Hotel Management

AWARDS & RECOGNITIONS

Gold Award for Employee Engagement (GMASCO/Hug Digital) - December 2015
Middle East Public Relations Association (MEPRA)

Jury Member - December 2014
Global Centre of Innovative Brands

Speaker – October 2014
Dubai World Gaming Expo

Innovation: How Innovators Think, Act and Change Our World - December 2013
Featured in the list of 100 Innovators.

Speaker – April 2011
TEDx Valetta

Spirit to Serve Award – July 2006
Marriott International, Washington D.C
