

# Nitten Nair

nitten@nittennair.com | www.nittennair.com | +918921177160

---

Although I pride myself on being unique, to put things in perspective I believe it is best done with the following statement - If I were \_\_\_\_\_, I would be \_\_\_\_\_.

If I were in Game of Thrones, I would be Tyrion Lannister.

If I were in The Lord of the Rings, I would be Gandalf.

If I were in the Marvel Universe, I would be Iron Man/Tony Stark.

If I were in the DC Universe, I would be Batman/Bruce Wayne.

If I were a part of F.R.I.E.N.D.S., I would be Joey.

---

## **EDUCATION & CERTIFICATION**

### **Cornell University, New York, USA**

Executive Leadership

### **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

### **Bharathiar University, Coimbatore, India [V.L.B Jankiammal College of Arts & Science]**

B.Sc. Catering Science & Hotel Management

## **WORK EXPERIENCE**

Head of Content Strategy & Business Development

***Starberry Ltd.***

April 2018 - Present

Coimbatore/London

Directly responsible for Content Strategy for over 25 clients in the Real Estate sector in the United Kingdom. Additionally,

- Head the video production department operations
- Develop and deploy strategy across all content marketing clients
- Conceptualize strategy for all operational digital channels
- Responsible for driving sales across both website and content marketing operations
- **Generated over GBP 400,000 in new business in the year 2019.**

Regional Marketing Manager (MENA)

May 2016 - September 2017

***Huawei Technologies***

Dubai, UAE

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 a share of voice.
- Perform in-depth market study to enter new markets and prepare marketing forecasts.
- Define the Brand and prepare advertising collateral & UI/UX requirements with the design team.
- Managed the e-commerce element of the video platform to predict and identify trends, user interests, conversion, special offers, loyalty programs and subscription pricing.
- **Signed deals with 3 major telecom operators under target markets and oversaw 2 version launches of muchTV.**

Brand & Communications Manager (MEA, Iran & Turkey)

May 2014 - April 2016

***Changyou***

Dubai, UAE

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 along with agencies 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.
- Worked along with product team to set up the paid elements and shopping cart functionality within the mobile app.
- **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%.**

Head of Digital & Social Media

February 2012 - May 2014

***BUZ Management & Marketing Consulting***

Dubai, UAE

Set up and head the Digital and Social Media department.

- Recruited and managed the team while building the division profile and client base.
- Responsibilities included Campaign Planning, Budget allocation, Strategic Direction, Team management, Portfolio development, Content development, Communication strategy development, ATL & BTL activity adaptation and Digital Planning.
- **Oversaw over 15 clients, increased monthly billing by 200% and maintained 35% profitability of the department.**

Founder & CEO

***Zephyr 2 Zenith Group***

February 2009 - September 2010

Kochi, India

- An event and artiste management company that focused on rock shows, DJ nights, music events and promotions.
- Successfully executed over 15 events and 5 TV shows.
- Expanded into training and development, soft skills training for college students.
- **Launched Coimbatore's first lifestyle website.**
- Closed down the company to pursue further education.

Founder & Chief Consultant

***Khaali Glass Consulting***

November 2006 - January 2009

Bangalore, India

- A company that provides beverage and theme-based services for private parties and F&B establishments.
- Conceptualized and successfully executed over 75 house/private parties.
- **Successfully exited by selling off the company and assets.**

Head Bartender

***J W Marriott***

May 2005 - October 2006

Mumbai, India

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.**

## **CONSULTING PROJECTS**

***Ci CORP FZE*** (1 year)

Dubai, UAE

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

***K Kompany*** (6 months)

Dubai, UAE

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.

***Hug Digital*** (6 months)

Dubai, UAE

Assignment for a Key Client with objectives of acquiring new business clients, establishing an

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*** (3 months)

Kochi, India

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

***Indian Institute of Planning & Management*** (6 months)

Kochi, India

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

## **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*

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

**Speaker** – April 2011  
*TEDx Valetta*

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