Avanish Pavithran Nair

Dubai, United Arab Emirates | P: +971 52 4416802 | avanish.pnair@gmail.com | https://www.linkedin.com/in/avanish-nair/

EDUCATION

CHRIST (DEEMED TO BE UNIVERSITY)   Pune, India
Bachelor of Business Administration (Business Analytics)   Graduation Date: June 2024
Cumulative GPA: 8.24/10.00

Relevant Coursework: Business Analytics, Digital Marketing, Advanced Marketing Management and Applications, Data Visualization, Productions and Operations Management.

WORK EXPERIENCE

TECHNILINE ELECTRONICS LLC   Dubai, United Arab Emirates
E-Commerce Intern   Jun 2023 – Aug 2023
- Developed interactive Power BI and Tableau dashboards to analyze past sales performance, reducing manual analysis time by 10 hours per week and providing actionable insights into sales trends
- Spearheaded the company's online presence across Facebook, Instagram, TikTok, and LinkedIn, growing follower engagement by 30% and strengthening community ties, which contributed to a 15% increase in brand awareness.
- Created and scheduled over 5 weekly social media reels and 10+ posts, driving product promotion across multiple platforms and increasing audience engagement by 20%.
- Orchestrated and executed the content calendar for Techniline and its e-commerce platform, MusicMajlis, leveraging research on relevant news, events, and holidays, resulting in a 25% increase in audience engagement and driving higher traffic to the platform

UNIVERSITY PROJECTS

BRAND IDENTITY   Oct 2023
- Designed and developed a brand identity for a fictional laundromat company, 'Dhobimate,' including logo, color palette, and marketing materials, as part of a creative project.
- Created a comprehensive brand portfolio encompassing multiple sub-brands, enhancing brand cohesion and recognized as the best initiative by mentors.

ACTIVITIES

CUSBMA, CHRIST (DEEMED TO BE UNIVERSITY)   Pune, India
Event Manager   Aug 2022 – Jun 2023
- Founded and organized the University's first-ever Annual Intra-Departmental Debate Competition, providing a platform for over 100 students to enhance their public speaking and critical thinking skills.
- Organized and led 10+ debating, quizzing, and Model United Nations (MUN) events, engaging over 150 participants across multiple departments.

GOOGLE DEVELOPER STUDENT CLUB   Pune, India
Core Team Member, Sponsorship/Outreach   Jun 2023 – Mar 2024
- Managed the identification and acquisition of potential sponsors by creating tailored sponsorship proposals, building long-term relationships, and collaborating with cross-functional teams, resulting in increased event funding

ADDITIONAL

Technical Skills: Advanced in Excel; Proficient in Tableau, PowerBI, Social Media Marketing
Languages: Fluent in English, Hindi and Malayalam; Elementary Proficiency in Arabic.
Certifications & Training: Fundamentals of Digital Marketing (Google Digital Garage), The Complete Digital Marketing Course - 12 Courses in 1(Udemy), PwC Switzerland Power BI in Data Analytics (Forage)
Awards: HeadHunters Top 3 (2022); Finished Second Runner Up in University Level HR Competition