

Name: Priya Nair

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Profile Summary: Creative and analytical marketing professional with 6 years of experience in brand strategy and campaign optimization. Adept at managing cross-functional teams for product launches.

Academics: MBA in Marketing, Christ University, Bengaluru (2016) BA in Economics, St. Xavier's College, Mumbai (2014)

Certifications: Google Analytics Certified, Coursera Digital Marketing Specialization

Experience: Brand Marketing Manager at Orion Foods Pvt. Ltd. (2019–Present) Marketing Executive at RedLeaf Communications (2016–2019)

Projects: 1. Executed a multi-channel campaign for a new product line achieving 25% market share in six months. 2. Implemented a CRM automation system that improved retention by 18%.

Achievements: • Recognized as 'Top Performer of the Year' (2022). • Successfully managed ■1.2 crore annual marketing budget.

Hobbies: Yoga, reading, sustainable fashion