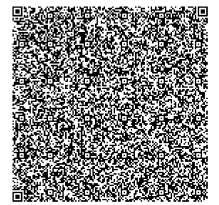


SASMITESH NAYAK

Phone: +91 8455937137 Email: sasmiteshnayak2018@gmail.com

LinkedIn: <https://www.linkedin.com/in/sasmitesh-nayak-295747>



Scan QR Code for Authenticity

Dear Sir/Mam

I am writing to express my interest for the position of **Corporate Communication and Brand Management** and, would like to present my CV for your review and consideration. Organizations today need strong sales & marketing leadership at the helm, to meet ever-changing business goals. As **AVP - Marketing - Brand and Corporate Communication, Sambad, Eastern Media Ltd.**, I have led my team in **enhancing sales in Pan India by 115% in a short span of 3 months; merit of developing No. 1 choice among customer in India.**

Conceiving, developing and executing strategies that drive revenues, growth, competitive market positioning, profits and shareholder value is what I do best. Throughout my career, I have successfully managed complex business functions/initiatives and achieved exceptional results, some of which include:

- **Corporate Communication** is on high on chart of every organization including the skills of Content Management, Newsletter, Corporate Article for daily's, etc. has been successfully managed along with a team for support.
- **Digital Marketing** is at its best managed by me to enhance the new product to reach the mass, hence increasing its sale.
- **PR & Media Relations/Management** is to manage all the public relations with media persons and all relevant stakeholders of company so as to maintain a brand image.
- **Leveraged skills** in charting out sales & marketing strategies and contributing in enhancing business & growth and achieving profitability norms with proper Asset Management and Marketing Automation.
- **Incisive acumen** in maximizing organizational reach and market share through the application of robust strategies, effective pricing & excellent client relationship management.
- **A strategist & implementer** with recognized proficiency in spearheading business to accomplish corporate plans and goals successfully.
- **Brand Management** includes ATL & BTL activities, Event Management with team and vendor management is successfully accomplished by me.
- **Online Reputation Management** is the top skill at its best being managed for the Corporates to deal with upcoming spinners from the society and to clear out the negativities and create a clear brand image has been successfully accomplished.
- **CSR Activity & Employee Engagement Program** are the most vital part of every organization and is successfully accomplished for the purpose of Brand Awareness and employee development.

An accomplished business strategist and solution-oriented manager, I thrive in challenging, fast-paced environments where my performance directly impacts the top line. In addition, I have excellent organizational leadership and decision-making skills that can make an immediate contribution to your operations and business development.

I look forward to a favorable response and would welcome an opportunity to schedule a personal meeting in order to discuss my candidature in greater detail.

Appreciate your time and consideration.

Best Regards,

Sasmitesh Nayak

Enclosure: Curriculum Vitae

CURRICULUM VITAE

CAREER OBJECTIVE

To secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company and use interpersonal skills to achieve goals of a company that focuses on customer satisfaction and customer experience.

EDUCATIONAL QUALIFICATIONS

- Pursuing MBA in Finance and Marketing from Liverpool John Moore's University, London.
- Pursuing PGPM from IMT Ghaziabad.
- Completed B.Tech from College of Engineering Bhubaneswar (BPUT) in branch Electrical & Electronics Engineering having CGPA 7.01 (passing out in 2015).
- Completed 10+2 from O.D.M. Public School (CBSE) in science stream in 2011 having 57%.
- Completed 10 from D.A.V. Public School (CBSE) in science stream in 2008 having 82%.

ORGANISATIONAL EXPERIENCE

AVP – Marketing- Brand and Corporate Communication

Sambad, Eastern Media Ltd.

Apr 2022-Till now (4 Months)

Based in: Bhubaneswar, New Delhi, Mumbai

Key Responsibility Areas

Corporate Communication • PR Management & Media Relations • Brand Management • Digital Marketing • Events • Policy Management • CSR Activities • ROI & KPI Management • Policy Management • Brand Endorsement

Area Managing: Pan India

Sr. Manager – Marketing- Brand and Corporate Communication

Sambad, Eastern Media Ltd

July 2021- Apr 2022 (10 Months)

Based in: Mumbai, Maharashtra

Key Responsibility Areas

Corporate Communication • PR Management & Media Relations • Brand Management • Digital Marketing (Performance Marketing, Content Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing(SMM)) • Stake Holder Management • Corporate Management (Government and Private) • Online Reputation Management • Event Management • Strategy Management • Admin Management • Content Creation & Management • Website Strategy & Design Management • Team Leadership • Employee Engagement Programme and CSR Activities • Change Management Process • Asset Management • Marketing Automation • Ad (Shoot , Management, Sales & Design) • Brand Endorsement • Photoshop Designing • Performance Marketing • Influencer Marketing • Budget Handling • ROI & KPI Management • Policy Management

Area Managing: Eastern Division (Odisha, West Bengal, Assam, Jharkhand, Bihar)

Senior Brand Strategist and Corporate Management

Max Financial Services Ltd.

Sep. 2019 – June 2021 (22 Months)

Based in: Kolkata, West Bengal

Key Responsibility Areas

Corporate Communication • PR Management & Media Relations • Brand Management • Digital Marketing (Performance Marketing, Content Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing(SMM)) • PR Policies • Stake Holder Management • Corporate Management (Government and Private) • Online Reputation Management • Event Management • Admin Management • Content Creation & Management • Design Management • Team Leadership • Employee Engagement Programme and CSR Activities • Change Management Process Ad (Shoot , Management, Sales & Design) • Brand Endorsement • Performance Marketing • Influencer Marketing • Budget Handling • ROI & KPI Management • Policy Management • Strategy Management

Area Managed: Odisha, West Bengal

Senior Executive - Marketing-Corporate Comm. and Brand Management

Utkarsh Small Finance Bank

Apr. 2017 – Sep. 2019 (29 Months)

Based in: Bhubaneswar, Odisha

Key Responsibility Areas

Corporate Communication • PR & Media Relations • PR Policies • Brand Management • Digital Marketing (Performance Marketing, Content Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing(SMM)) • Stake Holder Management • Corporate Management (Government and Private) • ORM • Event Management • Admin Management • Content Creation & Management • Design Management • Strategy Management Team Leadership • Employee Engagement Programme and CSR Activities • ROI Management

Area Managed: Odisha

Brand Executive

Utkarsh Small Finance Bank

May 2015 – Apr.2017 (23 Months)

Based in: Varanasi, Uttar Pradesh

Key Responsibility Areas

Brand Management • Vendor Management • Branding Strategy Management • Revenue Management

Area Managed: Uttar Pradesh

PROFESSIONAL QUALIFICATIONS

- NITAT from NIIT University (February 2013).
- Industrial Automation (PLC) from Central Tool Room & Training Centre (July 2013).
- Industrial Training from Steel Authority of India Limited (May2014).
- ORACLE 11G-SQL fundamentals from NIIT, Bhubaneswar (November,2014)
- Certificate in Professional Skills for IT Data Management and Digital Marketing by NSDC (January, 2015).
- Master Certificate Course in Automation and Process Control from Central Tool Room & Training Centre (November 2018).

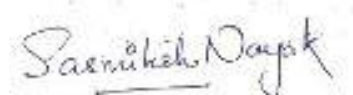
ACHIEVEMENTS

- Creative Design and Ad Shoot with Shri. Mahendra Singh Dhoni.
- CSR activities with Indian Army.
- CSR activities with CISF.
- Worked with Ad team as Creative Design and Ad-In Charge for IPL Team Royal Challengers Bangalore for Promo Shoot.
- Awarded with most valuable player for the month of December 2020.
- Achieved Utkarsh Superstar Award for going beyond a Target of Rs. 200, 000,000/- Fixed Deposit in a month against FD Drive and appreciated by MD of Bank.
- Achieved Utkarsh Ratan Award for going for a Target of Rs. 150, 000,000/- Fixed Deposit in a month against FD Drive and appreciated by Liabilities Head and Admin Head.
- Gave a Technical Lecture-cum-Study on Client Handling and Relationship Management in the Dept. of I-MBA, Utkal University.
- Gave a Technical Lecture-cum-Study on Brand Management and Event Management in the Dept. of I-MBA, Utkal University.
- Best Creative Head for handling the Marketing Division for Government leaded Campaign “Mo Sarkar” at Utkarsh Small Finance Bank.

PERSONAL DOSSIER

Father's Name	: A.K. Nayak
Mother's Name	: Sujata Nayak
Nationality	: Indian
Sex	: Male
Marital Status	: Single
Date of Birth	: 02-03-1992

Linguistic Abilities : English, Hindi, Oriya.
Hometown/Birthplace : Bhubaneswar, Odisha, India.
Work Location : New Delhi, India.



SASMITESH NAYAK