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KRISHNAN NAIR

DIGITAL STRATEGIST | @SAYNOTOPEOPLE

WHO AM I?

A working-class hero with 8 years of core digital experience.

STUFF I AM GOOD AT!

Digital Strategy

Google Analytics & AdWords
Media Planning

Marketing automation

Social Media Marketing

Social Media Ads

E-tail organic & paid

Content writing

SEO

Team management

Team building

Client servicing

HERE IS MY JOURNEY!

CONSULTANT • ONE SOURCE • 07/22 – PRESENT

- Create 360 digital strategies for clients
- Built strategies for increasing brand reach for fintech based companies using SMM
- Coordinate between internal and external teams to achieve goals and objectives

MANAGER DIGITAL MARKETING • BENCHKART • 02/22 – 07/22

- Built ground up digital strategy for the brand
- Helped hire a digital agency and coordinated for the till digital strategy was live
- Was responsible for all aspects of digital channels like SEO, email marketing, affiliate marketing etc.
- Set various benchmarks for all type of digital assets

DIGITAL MARKETING EXECUTIVE • BRITANNIA • 05/21 – 02/22

- Helped clean up and create a digital plan for various marketplaces
- Planned and helped build reviews online
- Responsible for listing products on new age e-tail websites like Swiggy etc
- Built digital strategy for nationwide launch of Croissant

LEAD DIGITAL STRATEGIST • THE CONTENT LAB • 01/20 – 05/21

- Driven sales for travel-based companies using SMM and SEM ads
- Worked closely with clients to achieve objectives and goals
- Created and executed media plans for various Ecom companies

LEAD DIGITAL STRATEGIST • VSOCIALIZE • 05/15 – 12/19

- Drove a ROI of 5X using Facebook Ads alone for a clothing brand called "Goat."
- Generated 200+ leads for an educational institution in a span of 3
- months.
- Fully responsible for digital plan, coordination and execution for 50+ brands

SOCIAL MEDIA MANAGER • REAPSOCIAL • 04/14 – 05/15

- Managed a team of 10 as a Social Media Manager
- Handled 25+ clients with a team of 4
- Strategize and executed social media plans for Funkskool India, ABT foods

CONTENT WRITER • 365 MEDIA • 07/13 – 04/14

- Draft and edit assigned editorials, talking point.
- Create content and style guidelines.
- Develop compelling content for various languages, markets, platforms

PLACES I LEARNT SOMETHING

B.E. EEE • 2012 • RAJIV GANDHI INSTITUTE OF TECHNOLOGY
HSE • 2008 • CHINMAYA VIDYALAYA
SSE • 2005 • OUR OWN ENGLISH HIGH SCHOOL

YES, I HAVE AN EMAIL ID & A PHONE NUMBER

(IN CASE YOU WONDERED)

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