

NIRUPAMA NARAYANAN

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SUMMARY				
Full-stack marketer, web developer, and graphic designer with 3+ years of proven success in building brands that perform. Developed complete brand identities and websites with strong UI/UX focus for startups and corporates. Experienced in strategically leveraging AI tools to develop campaigns that drive real results. Passionate about creating purpose-driven, storytelling-led projects that truly connect with audiences.				
EDUCATION				
BBA	Symbiosis Centre for Management Studies, Pune	Marketing & Human Resources	2022 - 25	
Class XII: CBSE	PSBB Senior Secondary School, K.K.Nagar, Chennai	Science with Computer Science	2022	
Class X: CBSE	PSBB Senior Secondary School, K.K.Nagar, Chennai		2020	
WORK EXPERIENCE & INTERNSHIPS				
The Offside Jerseys Founder	<ul style="list-style-type: none">● Revamped business model by transitioning from WhatsApp to Instagram commerce and launching a Webflow-based catalogue, resulting in a 40% revenue increase through bootstrapping● Scaled offerings from one club to a catalogue of 700+ jerseys across 50+ international teams● Managed full-stack operations including branding, design (Photoshop, Illustrator, Canva), Shopify store management, order fulfillment, and Instagram marketing, achieving 5x audience engagement● Recognized as a student startup under SCMS Pune’s incubation program, receiving institutional backing			Aug 2023 - Present
Freelance UI/UX Web Designer	<ul style="list-style-type: none">● Designed 10+ websites for e-commerce, NGOs, and portfolios using Figma, Framer, Webflow, and Wix● Developed a cleaning service platform with integrated booking, payment gateway, and CRM systems● Used Google and Wix Analytics along with A/B testing to boost user traffic and client sales by 85%			Jun 2023 - Present
Zomato Sales Intern	<ul style="list-style-type: none">● Conducted B2B restaurant acquisition, pitching Zomato’s offers to 350+ outlets via cold calls and field visits● Onboarded 20+ restaurants and initiated onboarding for 40+ more, accelerating Zomato’s market-penetration in high-footfall localities across 2 Goan cities (Calangute and Baga)● Executed end-to-end onboarding, from menu restructuring to app launch, ensuring 100% client satisfaction			May 2023 - Jun 2023
The Climate Reality Project & ExploreiT Marketing & Design Intern	<ul style="list-style-type: none">● Crafted handbooks, business cards, and graphics, defining branding elements for cohesive visual identity● Executed content strategies focused on engagement, driving an 841% increase in Instagram reach● Aided in securing ₹2.5 lakh in sponsorship funding for IYSF through outreach with key corporate partners● Built 30+ key connections such as Dabur’s Chairman and Dr. Erach Barucha at high-profile sustainability events, including ICSE ‘23 and IYSF ‘24, and oversaw event branding and on-ground operations at IYSF			Jun 2023 - Mar 2024
POSITIONS OF RESPONSIBILITY				
Rotaract Club of Viman Nagar PR Officer, Board of Directors	<ul style="list-style-type: none">● Devised Instagram strategies for 20+ events by creating reels, posts, and stories to build buzz and ensure consistent messaging, resulting in a 200% increase in reach and impressions● Launched 35+ PR campaigns with digital and print materials (posters, brochures), amplifying visibility across social, service, fundraising, and workshop initiatives			July 2023 - Jun 2024
ENACTUS SCMS Pune Vice-President	<ul style="list-style-type: none">● Piloted Project Zuri, a women-led livelihood initiative upcycling coconut shells into eco-friendly products● Trained 10+ women from NGO H.O.P.E. in production, packaging, and quality control, enabling monthly incomes of ₹10,000 through a 65:35 artisan-profit reinvestment model● Spearheaded a 30+ member team across 7 departments (Operations, Project Management, Marketing, Finance, R&D, etc.) driving ₹80,000+ in B2C revenue via 3 on-ground sales events● Represented SCMS Pune at Enactus National Exposition ’23 and led discussions with Enactus India and KPMG Advisory Board to secure alignment and support			Jun 2023 - Mar 2024
TEDxSCMSPune Core Member	<ul style="list-style-type: none">● Co-led creation of 15+ branding assets including digital, banners, and stage props, and took part in event coordination for TEDxSCMSPune, reaching 250+ attendees			Dec 2022 - Feb 2023
ACHIEVEMENTS & EXTRACURRICULARS				
Certifications	Lean Six Sigma Green Belt Certification, Grant Thornton Bharat LLP (Feb 2024)			
Marketing	<ul style="list-style-type: none">● Collaborated with 20 students from Xavier University, Ohio in a 6-week COIL (Collaborative Online International Learning) project on brand management principles, enhancing intercultural and digital teamwork skills. (Sep 2024)● 1st Runners-up among 200+ teams in Vendition Vendetta, marketing case competition at Atharv ’23, IIM Indore● 1st Position in Marketing at Conoscenza ’23, annual business fest of SCMS Pune● Contingent Member representing SCMS Pune at Zephyrus, St. Xavier’s College, Mumbai (National-level Overall Winners)			
Cultural	Awarded Best Cultural Representative at Cult Nights ’23, annual cultural fest of SCMS Pune			
Interests	Passionate about Football & Formula 1, Portrait painting, Visual storytelling through cinematography, Wordle enthusiast			