

# NITIN NAGAR

Motivated and enthusiastic professional with Product Management, Marketing experience. Knowledgeable about customer preferences and market trends. Clear and effective communicator with organised and analytical approach.

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Rajasthan 312605

## EDUCATION

**2018 - 2020**

**DDGS - Kota**

High School

**2021 - Current**

**SRM Institute of Science and Technology**

**- Chennai, Tamil Nadu, India**

B.Tech Computer Science & Engineering

## COURSES

- C++ Beginner to Advance, Abdul Bari
- CS50 Web Programming
- Autodrft - TechAnalogy

## LANGUAGES

- German
- English
- Hindi

## ADDITIONAL INFORMATION

- Part of Literary Society of SRM as a Hindi/Urdu writer.
- Part of Music Society of SRM as a vocalist.
- Volunteered for one of the India's largest Techno-Management college festival (AARUUSH, SRM)

## WORK EXPERIENCE

### Core Member(Corporate)

**June 2022- Present**

Team Rudra - Mars Rover Team of SRM, Chennai

- Preparing business plans and documentaions for the team participating in various national and internation competitions, managing the subdomains of the team, finding relecant sponsors for vaious technical projects including robotics, rovers, automobiles, etc., handling the team's social media pages and website

### Product Manager

**Jan 2022 - May 2022**

Anime Dagger - Pilani, India

- Worked with product development team members to optimize product specifications such as product page optimization, SEO (Search Engine Optimization) and CTR (Clickthrough rates), updating backend stock, inventory and website display.
- Recommended product changes to enhance customer interest and maximize sales.
- Created product promotion plans and marketing initiatives to increase brand awareness.
- Boosted customer bas penetration using creative promotional approaches.
- Communicated effectively with team members to deliver updates on project milestones and dealines.

### Manager - IT&PR

**Jun 2021 - Dec 2021**

BFTLR - Nagpur, India

- Managed Social Media pages for the company such as Instagram, LinkedIn, Facebook.
- Created video content, infographics and drafted compelling copy.
- Aligned social strategy with key company targets and objectives.
- Managed and coordinated with the interns.