

SHUBHAM NATH

Experienced professional with expertise in **Marketing Strategy & Execution, Brand Portfolio Management and Market Research**, strive for a position in an organization of repute

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Profile Summary

- An organized individual with **over 3 years** of experience in **Network & Distribution Planning, Data Analysis, Change Implementation and Fund-raising**
- **Experience in proactively gathering the right data from appropriate sources, conducting root cause analysis**; referring to long-term plans & goals and prioritizing key factors
- Skilled in developing **consistent & powerful brand messaging** for varied products across industries; excellence in developing & implementing **innovative advertising & marketing strategies** that increase product awareness, customer acquisition, market share, penetration & revenue
- Rich experience in market research, both in secondary as well as in primary research; skilled in providing reports through **secondary market research based on strategic analysis of competition, local & global trends**, emerging technology, standard & variable regulations and new market entrants
- **Cross-culture exposure to international markets** such as Singapore, Africa, India and so on
- Leveraged **market research, industry analysis, and customer insights** to anticipate and counter competitive actions, build customer loyalty, and position brand for enhanced market share
- Analysed **latest marketing trends, tracked competitors' activities** and provided valuable inputs for marketing strategies
- Proficient in MS Office with expertise in Python, SQL, R, MS Excel and PowerPoint



Core Competencies

Client & Industry Research



International Sales & Marketing



Campaign Management



R, Python and SQL



Change Management



Social Media/Digital Marketing



Project management



Brand Positioning & Brand Recall



Quantitative Market Research & Analysis



Soft Skills

Collaborator

Communicator

Planner

Innovater

Leader



Education

Pursuing Executive MBA in Business Analytics (WILP) from Birla Institute of Technology & Science, Pilani

B.Tech. in Marine Engineering from Indian Maritime University, Chennai in 2018

12th with Computer Science from Army Public School, Barrackpore in 2014

10th from The Air Force School (TAFS), Subroto Park, New Delhi in 2012

Personal Details

Date of Birth: 13th February 1997

Languages Known: English, Hindi and Bengali

Address: 175/1, BT Marick Road, P.O. Ichapur Nawabganj, District North 24 Parganas- 743144, West Bengal

Work Experience

Since Jun'19 with Confederation of Empowerment Initiatives (CEI), Mumbai, Maharashtra as Senior Team Leader- Marketing and Analytics

Key Result Areas:

- Organizing cross-promotional & themes/festivals based promotional schemes to improve product visibility
- Providing proactive leadership to a team of 100 members in steering entire business operations including integrated marketing, branding & communication strategy and execution to establish the brand and enable the expansion strategy and business development of the organization
- Developing strategic account plans; creating innovative and creative promotional solutions
- Deploying successful marketing campaigns and owning their implementation from ideation to execution
- Measuring & reporting on the performance of marketing campaigns, gaining insight and assessing against goals
- Identifying, developing & evaluating marketing strategy, based on knowledge of establishment objectives, market characteristics, as well as cost and mark-up factors
- Positioning the brand in alignment with corporate goals, and providing in-depth analysis of markets, industry trends, competitors & clients to improve strategic planning & decision-making

Oct'18-Jun'19 with Executive Ship Management, Mumbai, Maharashtra as Marine Engineer in Logistics Management and Inventory Planning

Key Result Areas:

- Monitored inventory level; tracked deviations and took corrective actions; identified non-moving inventory and took necessary steps to track, monitor & control inventory level
- Evaluated vendor performance in terms of quality, delivery and service and executed corrective measures in improving the quality of raw materials
- Synchronized logistics operations, data analysis, policy implementation, record keeping & reporting performance to senior management
- Commissioned & repaired power plants onboard; worked on marine gas & steam turbines, power generation units & compressors
- Tracked & maintained inventory levels in the stores for all items required; managed the inventory levels and ensured optimum use of inventory

Highlight:

- Supervised major repairs during dry docking of the ship; saved total time outlay by ensuring savings of nearly USD \$ 0.5 Million

Licenses & Certifications

- Certified in:
 - The Fundamentals of Digital Marketing from Google
 - Personal Safety & Social Responsibilites from Samundra Institute of Maritime Studies, Lonavla, Pune
 - Security Training for Seafarers with Designated Security Duties from Samundra Institute of Maritime Studies, Lonavla, Pune
 - Fire Prevention & Fire Fighting from Samundra Institute of Maritime Studies, Lonavla, Pune
 - Personal Survival Techniques from Samundra Institute of Maritime Studies, Lonavla, Pune
 - Elementary First Aid from Samundra Institute of Maritime Studies, Lonavla, Pune
 - Practical Tanker Fire Fighting Course for Basic Training in Oil, Chemical and Liquified Gas Tanker Cargo Operations from Samundra Institute of Maritime Studies, Lonavla, Pune
 - Value Added Courses (Risk Assessment, Electronic Document Management System, Marpol Compliance, Work and Rest Hours, Enclosed Space Entry, Phoenix Maintenance System) from Samundra Institute of Maritime Studies, Lonavla, Pune
 - Basic Training for Oil and Chemical Tanker Cargo Operations from Government of India Official
 - Basic Training for Liquified Gas Tanker Cargo Operations from Government of India Official

Academic Achievements

- Received The Best in Academic Award for B.Tech. in Marine Engineering
- Got all India university rank 1 in 2nd semester of B.Tech. in Marine Engineering
- Acknowledged as the batch topper in 10th standard
- Honored with IAFBA (Indian Air Force Benevolent Association Award) scholarship for best in Academics Overall with scoring 84.02% from Indian Maritime University