

## Contact

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## Top Skills

Project Management  
Communications Strategy  
Customer Relationship Management (CRM)

## Languages

Tamil  
English  
Norwegian  
Malayalam  
Hindi

## Certifications

Cambridge ESOL Entry level  
Certificate in ESOL International  
(Business English) (Entry 3)"

# Nathal Srinivasan

Marketing Manager



## Summary

- Education:
  - Bachelor's degree from Sathyabama University, India
  - Master's degree from Riga Technical University, Latvia, Europe, providing a unique combination of education and international exposure
- Experience:
  - Travel Consultant for an American company, leveraging expertise in sales and customer support to drive revenue and deliver exceptional customer experiences
  - 4-month internship as a Design Engineer, applying technical skills and creative problem-solving abilities to real-world challenges, with a published project in a Latvian newspaper
  - Marketing Manager at Appac Mediatech Pvt Ltd, with 1.6 years of experience, utilizing extensive experience and strong business acumen to develop and execute marketing strategies for driving growth and customer engagement
- Skills:
  - Global perspective and versatile skill set from international exposure
  - Cultural awareness from traveling to over 8 countries in Europe and Asia
  - Business acumen and results-oriented mindset
  - Content writing and copywriting to deliver exceptional marketing results
  - Social media management for effective brand communication and engagement
  - Google AdWords proficiency for targeted advertising campaigns
  - SEO strategy implementation to enhance online visibility and organic traffic
  - Passion for staying up-to-date with industry trends and continuous skill improvement

At Appa Mediatech Pvt Ltd, I lead diverse projects, including website development, e-commerce initiatives, and web applications.

Responsibilities:

Website : End-to-end management of website projects, collaborating with cross-functional teams, defining milestones, monitoring progress, ensuring quality.

E-commerce website: Oversee e-commerce platform implementation, coordinate stakeholders, analyze data, optimize UX, and stay updated on industry trends.

Web Application: Lead web application development, define requirements, create project plans, collaborate with clients, and ensure rigorous testing.

I leverage organizational skills, effective communication, and problem-solving abilities to drive successful project outcomes, ensuring client satisfaction.

- Seeking:
- New challenges and opportunities for personal and professional growth
- A chance to make a meaningful impact in my career

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## Experience

Appac Mediatech Pvt Ltd  
Media Marketing Manager  
April 2022 - Present (1 year 7 months)

Insighters India  
Business Development Manager  
December 2021 - April 2022 (5 months)

AGB Serviss  
Internship  
May 2016 - August 2016 (4 months)

## International Travel Network

### Travel Consultant

January 2015 - December 2015 (1 year)

As a travel consultant needs to take care of customers international travel needs. start with flight ticketing using Apollo software , finding them a best option using software codes and guiding them in a hassle free way of booking. Providing them an End to End travel solutions.

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## Education

Rīgas Tehniskā universitāte (Riga Technical University)

Master of Science (MSc), Engineering Technology, Mechanics and Mechanical Engineering (2014 - 2017)

Sathyabama University

Bachelor of Engineering - BE, Mechanical and Production Engineering (January 2010 - April 2014)

Vetri Vikaas boy's higher secondary school, Namakkal, India  
High School, Computer Science (2008 - 2010)

Bharathi Vidhyalaya Matriculation School, Namakkal, India  
Secondary School Education (2008)