

Sweta Parna Nayak

Enschede, Netherlands | +31 6 30671282 | s.p.nayak@student.utwente.nl

Objective

With over three years of experience in creating and executing impactful communication strategies, I am a dynamic marketing professional. My background in policy-making, compliance, and project management equips me with the skills to develop innovative solutions that drive brand growth and stakeholder engagement. Passionate about leveraging my communication expertise, I excel in fostering meaningful connections with diverse audiences and advancing organizational objectives. Eager to contribute to your team, I aim to deliver strategic insights and captivating marketing campaigns.

Experience

Partner Compliance Screening Intern

Oct 2023 to Apr 2024

Philips International B.V. (philips.nl), Amsterdam, NL

- Directed market investigations in the Indian Subcontinent to bolster brand protection, reduce operational risks.
- Aligned investigations with EU Taxonomy, CSRD, GRI and OECD standards, ensuring detailed client information is sourced for enhanced ethical compliance. Developed a methodology to integrate these standards into the due diligence process.

Associate, Political Research and Strategy

Feb 2022 to Jan 2023

Showtime Consulting Inc. (showtimeconsulting.in), India

- Researched, designed roadmaps and organized events for political campaigns (TDP, NPP) leading up to landslide victory in Indian General elections 2024.
- Analyzed welfare policies for the Indian states of Andhra Pradesh & Meghalaya (57M people) to identify financial gaps and recommend recovery methods, comparing allocated funds to actual benefits received.
- Prepared and distributed press releases and documented internal communication reports. Maintained constant communication with field project partners and suppliers, ensuring smooth project execution.

Associate Content Lead

Aug 2021 to Jan 2022

NIIT Limited (niit.com) India

- Developed web-based and instructor-led training modules for massive online courseware (MOOCs) such as Coursera.
- Managed lifecycle of end-to-end content management process and mentored 6 content analysts.

Policy and Project Associate

Sep 2020 to Jun 2021

Office of the Member of Parliament, Govt. of India (rajyavardhanrathore.in)

- Led sustainable agriculture and community projects in two Rajasthan villages, boosting local livelihoods.
- Conducted over 60 stakeholder interviews to shape development strategies and crafted a 200+ question database for local governance.
- Authored a gram panchayat (rural) development plan with 150+ action items, published on the eGram Swaraj portal, and forged key partnerships to enhance project sustainability and job creation.

Intern, Social Worker

Jan 2019 to Feb 2019

Bombay Mothers and Children Welfare Society (thebmcws.com)

- Conducted case studies for 20 children with cancer to analyze and address family needs.
- Developed an engaging, fun-filled educational model to aid children's recovery.

Education

MSc in Public Administration

Feb 2023 to July 2024

University of Twente, Netherlands (utwente.nl)

CGPA: 7.14/10; Board Member (PR Head) of SUSTAIN (Sustainability Committee)

Postgraduate Diploma in Strategic Leadership

Sep 2020 to Jul 2021

Young India Fellowship, Ashoka University, India (ashoka.edu.in)

CGPA: 3.38/4.0; 100% merit scholarship

Winner of the "Outstanding ELM Team Award"; Elected member of Student Engagement Committee

Bachelor of Arts (Hons.) in Social Work

Jun 2017 to Apr 2020

Tata Institute of Social Sciences, India (tiss.edu)

CGPA: 6.8/10.0 (Top 10% of batch); Specialized in Rural Development

President, Dance Club; Community Kitchen Volunteer - Skip a Meal initiative.

Key Competencies

-
- Regulatory Compliance
 - Lifecycle Assessment
 - Policy Analysis
 - Data Analysis
 - Sustainable Finance Reporting
 - Public Relations
 - Project Management
 - Stakeholder Management
 - Dutch - Level A0 + Self-Learning

Technical Skills

-
- MS Excel
 - Trello
 - Asana
 - SPSS
 - PowerBI
 - QGIS
 - SimaPro
 - Greenly
 - MS Office
 - Sharepoint
 - Meltwater
 - KiteDesk