

# Nishant Tiwary

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## EDUCATION

### Emlyon Business School | Lyon

#### MSc International Marketing and Business Development

09/2023 – Present

- Focus Areas: Integrated Marketing Strategies, Strategic Business Development, Data-Driven Decision-Making, Negotiation and Sales Excellence, Cultural Competence in Business, Innovative Project Leadership, Financial and Economic Analysis.

### Jain University | Bangalore, India

#### Bachelor of Business Administration

07/2019 - 07/2022

- Graduated summa cum laude 8.46 GPA
- Achieved specialization in Marketing with a focus on Strategic Planning, enhancing abilities in market analysis, campaign development, and cross-functional team collaboration.
- Active college football player, skilled in leading team drills and enhancing strategic play and team performance.

## EXPERIENCE

### Teamtrip | Bengaluru, India

#### Business Development Associate

08/2022 - 08/2023

- Strategically partnered with over 70 resorts to design customized off-site events, securing exclusive rates that resulted in substantial financial savings for the company.
- Transcribed details of more than 500 resorts into Excel to create dashboard content for HR managers.
- Designed, hosted, and managed 25 off-sites with over 2000 participants and organized team-building activities.
- Leveraged post-event feedback analysis to strategically enhance off-site events, resulting in a 10% increase in positive client testimonials and a significant boost in participant satisfaction levels.

### Bloom NGO | India

#### Co-Founder

05/2020 – 09/2023

- Founded an NGO to assist over 500 migrants during the COVID-19 lockdown. Supported more than 20 COVID-19 patients with essential supplies during a resource scarcity.
- Launched a campaign via social media and other marketing channels, attracting 160 volunteers and raising Rs. 90,000 in donations in the first month.
- Led a team of 50, orchestrating 12 donation drives and healthcare awareness programs in rural areas. Coordinated a coastal cleanup with local authorities, enhancing the local shoreline's environmental health.

### Disun Pharma Pvt. Ltd. | Patna, India

#### Marketing and Bookkeeping Intern

08/2017 - 01/2018

- Analysed market growth of antidepressant medicines and recommended products with higher profit to senior executives, resulting in a 20% increase in sales.
- Managed company's accounts and helped enhance accuracy by digitizing data.

## PROJECTS

### Transforming Early Makers: *Urbanization* | France

09/2023 – 12/2023

- Collaborated on the design and execution of a women's safety app, coordinating design, marketing, finance, and operations within a 5-member team.
- Outshone 8 competing projects to win the "Best Idea Award" for the project at a program competition, showcasing innovation and team collaboration.
- Designed a UI/UX prototype for a women's safety app using Figma, focusing on optimal user engagement and functional interface.

### Consultation Project: *Hoa Linh Pharmaceutical* | Vietnam

09/2023 – 12/2023

- Performed in-depth competitor analysis, market trend evaluations, and consumer behaviour research to drive Hoa Linh Pharmaceutical's global market expansion strategy.
- Formulated a comprehensive strategic marketing plan with actionable recommendations and budget allocations to support international growth targets.
- Delivered detailed marketing strategy presentations to executive leadership, demonstrating strong communication and analytical skills by highlighting key insights and identifying global market opportunities.

## SKILLS & INTERESTS

- **Languages:** English (Native), Hindi (Native), French (Beginner)
- **Technical Skills:** Microsoft Excel, Operations, Webflow, WordPress, SEO, Landing Page Optimization, UI Design, UX Research, Digital Marketing, Inventory Management, Data Analysis, Figma, Tableau, Slack, Canva, PowerPoint, SQL, NoCode, CRM
- **Interests:** Team Sports, Music, Fitness