

ADARSH S NAIR

Corporate Communications · Brand Strategy · Content Strategy · Digital Marketing

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PROFILE SUMMARY

PGDM graduate (2026) specialising in marketing and communications, with a B.A. in Journalism & Mass Communication. Proven across government campaigns, PSU corporate communications (ONGC), and large-scale content production combining creative storytelling with Meta & Google Analytics to deliver measurable brand growth. Seeking a high-impact role in corporate communications, brand strategy, or digital marketing.

EDUCATION

Post Graduate Diploma in Management (PGDM) · Maharaja Agrasen Business School, Rohini, Delhi · 2024–2026

B.A. – Journalism & Mass Communication · Galgotias University · 2019–2022 · **7.7 CGPA**

Senior Secondary (Class XII) · Bluebells School International · 2019 · **93%**

WORK EXPERIENCE

Trinavyaa Consulting LLP – Social Media Strategist

Delhi · Jan 2026 – Present

- Spearheaded the launch of 5+ social media channels for The Bharat Music Experience, establishing digital presence and defining brand voice from the ground up.
- Conceptualized 3-month content roadmaps and managed the end-to-end content pipeline for 100+ posts, driving consistent audience engagement across platforms.
- Collaborated with stakeholders, designers, and cross-functional teams to execute integrated social media campaigns, ensuring brand consistency and on-time delivery.
- Orchestrated artist outreach and content production for 10+ artists, coordinating promotional shoots, recordings, and digital assets for campaign execution.

Oil and Natural Gas Corporation Ltd. (ONGC) – Corporate Communications Intern

Delhi · May 2025 – Jul 2025

- Produced corporate communication assets including the launch video for ONGC's digital sponsorship portal, press notes, social media content, and CSR transcriptions.
- Managed event branding, logistics, and post-event communication for the 137th OSCC meeting, ensuring seamless stakeholder communication throughout.
- Conducted a comprehensive content audit of ONGC's Reports website and proposed UX improvements, enhancing digital engagement and accessibility.
- Contributed to campaign ideation, messaging consistency, and stakeholder-focused storytelling across digital and offline platforms.

Miniature Frames Pictures – Executive Producer

Delhi · Mar 2024 – Nov 2024

- Led 4 large-scale Government of India campaigns end-to-end, re-engineering timelines to deliver 90 high-quality videos in 4 days — reducing production costs by 50%.
- Served as primary client liaison, managing stakeholder relationships through regular updates and swift feedback implementation, ensuring zero project delays.

Miniature Frames Pictures – Content Strategist

Delhi · Sep 2022 – May 2023

- Developed and executed audience-centric content strategies, driving a 30% surge in platform engagement and building a thriving digital hub for filmmakers and artists.
- Leveraged Meta Business Suite and Google Analytics for iterative performance analysis, sustaining long-term audience growth.

RedFM – Video Editor

Delhi · Mar 2022 – Aug 2022

- Edited 136 promotional videos for EaseMyTrip's nationwide tourism campaign (#2 in India), enhancing brand visibility across digital channels at scale.

- Introduced a data management system that reduced post-production turnaround by 20%, enabling faster delivery without quality trade-offs.

Filmeraa – Production Intern

Delhi · Aug 2021 – Mar 2022

- Created trend-driven marketing content for OTT platforms, incorporating audience insights to personalise campaigns and achieve a 20% surge in engagement.
- Managed 10+ film festival submissions, securing high-visibility slots to maximise brand reach.

POSITIONS OF RESPONSIBILITY

Click Catalyst – Digital Marketing Club, MABS – President

Delhi · 2025 – 2026

- Led strategy, execution, and cross-team coordination across Social Media, Events, Podcasts, and Interviews verticals; managed the college's official social media handles and website.
- Founded and led 'The Dialogue Room' podcast wing — overseeing concept development, guest onboarding, production workflows, and end-to-end content delivery.
- Conceptualised and built a fully functional on-campus Studio Room, enabling professional-grade content production for student-led media initiatives.

Rotaract DUSC – Community Head – Outreach

Delhi · 2023 – 2024

- Project Aashiyana: Led a 20-member volunteer team for infrastructure improvements at an old-age home; organised engagement events strengthening community bonds among elderly residents.
- Project Afzaa: Designed a menstrual hygiene awareness framework in rural areas — distributed 500+ sanitary napkins and facilitated 5+ professional counselling sessions.

Project Ukiyo – Head of Production

Delhi · 2023

- Curated mental health awareness modules via open mic talks, film screenings, and focused group discussions; managed production workflows for seamless execution.

CORE COMPETENCIES & TOOLS

Domain: Corporate Communications · Brand Strategy & Positioning · Content Strategy · Digital Marketing · Campaign Management · Stakeholder Storytelling · Audience Growth

Analytics: Meta Business Suite · Google Analytics · Data-Driven Strategy · SQL (Basic) · Google Data Analytics (Certified)

Creative: Canva · Video Editing · Camera Operations · Podcast Production · AI-Driven Content (ChatGPT / BE10X) · Microsoft Office Suite

Soft Skills: Cross-functional Collaboration · Client Relationship Management · Project Planning · Fast-paced Execution

CERTIFICATIONS

Digital Marketing (HubSpot Academy) · **Integrated Marketing Communications** (IE Business School, Coursera) · **Brand Strategy & Neuromarketing** (LinkedIn Learning) · **AI for Corporate Communications** (LinkedIn Learning)

Brand Strategy & Communication (Sydney Romantics, Forage) · **Data Analytics & Digital Marketing** (Google) · **SQL** (IBM)

AWARDS & ACHIEVEMENTS

- Secured 2nd Place in Table Tennis – IIM Sambalpur Inter-B-School Tournament.
- Awarded Best Journalist in Media Roleplay at national college events.
- Achieved 3rd Place – Just A Minute Video Competition by Indian Liberals.
- Founded 'The Dialogue Room' Podcast Society, championing creative audio storytelling.