



24th May 1998

# SAMYAK JAIN

## Product & Brand Development Manager



English



Hindi



French

### EDUCATION

#### CADD Centre, New Delhi

- 2018-2019 | Diploma (Architectural Design)

#### Jagannath University, Jaipur

- 2016-2019 | Bachelor's Degree (Interior Design)

#### JIMS Community College, Rohini

- 2016-2019 | Graduate Diploma (Interior Design)

#### Delhi Public School, Aligarh

- 2012 - 2016 | S.S.C. (IX-X) & H.S.C. (XI-XII)

### SOFTWARE SKILLS

Autodesk AutoCAD	<div style="width: 70%;"></div>
Adobe Photoshop	<div style="width: 60%;"></div>
Trimble SketchUp	<div style="width: 80%;"></div>
Adobe Spark/Canva	<div style="width: 90%;"></div>
Google Ads/Adwords	<div style="width: 50%;"></div>
Microsoft Office	<div style="width: 85%;"></div>
Google Workspace	<div style="width: 75%;"></div>

### WORK INTRO

Product & Brand Development Manager. Fascinated by the intersection between tech, design, business, & life. Passionate about enabling people to overcome obstacles with experiences in a variety of roles & industries: Product Management, Digital Marketing, Website Development, Interior & Graphic Design, & E-Commerce Management. Approaches challenges with an entrepreneurial spirit.

### CAREER OBJECTIVE

Skilled product & brand development manager with over 3 years of experience seeking an opportunity to apply design, marketing & management skills in a product & brand management position in a growing market.

### EXPERIENCE

#### Business Development Manager

- Aug 2021- Present | Curio Glasswares Pvt Ltd.

#### Design & Tech Manager

- Jul 2019- Jul 2021 | Oystra Concepts Pvt Ltd.

#### Interior Designer

- Jan 2019- Jul 2019 | Jainsons Lights

#### Product Designer (Intern)

- Jun 2018- Aug 2018 | Oystra Concepts Pvt Ltd.

### KEY SKILLS

Communication	<div style="width: 85%;"></div>
Public Relations	<div style="width: 95%;"></div>
Adaptability	<div style="width: 90%;"></div>
Leadership	<div style="width: 80%;"></div>
Management	<div style="width: 75%;"></div>
Organization	<div style="width: 95%;"></div>
Problem Solving	<div style="width: 85%;"></div>

## ACHIEVEMENTS

### Annual Design Exhibition:

- 1st prize in Ideometric Warriors 2019
- 1st prize in Ideometric Warriors 2018
- People's Choice in Ideometric Warriors 2018
- 3rd prize in Ideometric Warriors 2017

### Annual College Fest:

- 1st Runner-up at Footloose at Verve 2019
- Awarded as Mr. Verve, at Verve 2017

### Freshers:

- Awarded as JIMS Mr. Fresher 2016

### State Level Dance Competition:

- Won Dance India Dance 2012 (U.P.)

### District Level Dance Competition:

- 1st Runner-up of Stars Of Aligarh 2014

### Prestigious Honor:

- Pulsar Maniacs India (Certified Member)

## CERTIFICATIONS

### Google

- The Fundamentals of Digital Marketing
- Advanced Google Analytics
- Getting Started With Google Analytics 360
- Google Analytics for Beginners
- Google Analytics for Power Users
- Google Tag Manager Fundamentals
- Introduction to Data Studio

### Amity Future Academy

- Social Media Marketing
- Content Marketing
- Digital Analytics
- Digital Marketing Strategies
- Email Marketing
- Project Management

### E-Marketing Institute

- E-Commerce
- Affiliate Marketing
- Blogging
- Content Marketing
- Email Marketing
- Online Marketing
- Social Media Marketing
- Search Engine Marketing

## RESPONSIBILITIES

### Brand Development

- Developing brand strategies, promoting brand growth, implementing brand plans, & using a variety of data to drive volume through them.
- Updating on market trends & competitive activity.
- Creating, executing, & managing marketing programs & campaigns, both offline & online.
- Defining & managing the brand communication strategy using a variety of media.
- Owning the development of the brand narrative through websites & digital media.

### Product Management

- Determines customers' needs and desires by specifying the research needed to obtain market information.
- Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements appraising new product & packaging ideas.
- Assesses market competition by comparing the company's product to competitors.
- Introduces and markets new products by developing time-integrated plans with sales, advertising, and production teams.
- Coordinate with the team on daily basis in product design and development activities.
- Work with the team to prepare product design specifications and integration documents.
- Implement process improvements to ensure product quality and productivity.

### E-Commerce Operations

- Driving the sales performance of the e-commerce platform.
- Managing & executing promotional campaigns.
- Developing eCommerce platforms of the company.
- Ensuring good customer service by addressing & ensuring the timely resolution of customer issues or comments.
- Designing new & good policies for customers & staff members for better relations.
- Working closely with demand planning & warehousing teams in order to ensure smooth order fulfilment.

### Digital Marketing

- Analyzing digital data to draw key recommendations around website optimization.
- Conducting social media & eCommerce audits to ensure best practices are being used.
- Maintaining digital dashboards of several different accounts of social media platforms & company's websites.
- Coordinating with sales & marketing team to create marketing campaigns.
- Developing websites/webpages for better interactions.
- Thinking strategically in order to improve digital platforms & websites for brand identity & customer interactions.