

Nayan Singh Tomar

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EDUCATION

Christ University, Bangalore

Aug 2022 – May 2025

BBAH Marketing (First Class / GPA: 3.5)

- Focus area: Digital Marketing, Data and Business Analyst, Business Development, Luxury Brand Management
- Core Committee Member of Alumni Relationship Cell

Emerald Heights International, Indore

Mar 2018 – Jun 2022

High school (Grade 10: 90%, Grade 12: 80%)

- Focus area: Physics, Chemistry, Math, Information Practices (Python and SQL)
- Held dual Prefect positions as House Captain and Community Service Head.
- Co-founded the student-run club "Saathi Organization".

WORK EXPERIENCE

Docusmo, Bangalore

May 2024 – July 2024

Social Media Marketing Intern

- Developed and executed a LinkedIn content strategy with daily posts, **increasing followers by 5% to 61,776, including 1,330 US followers.**
- Boosted post impressions by **205% (47,190 impressions)** and increased average **engagement rate per post by 27% (1.03%).**
- Integrated a multi-channel outreach strategy by *personally liaising with potential media partners*, resulting in a 10% increase in agency-led collaborations.

Fluxgen Sustainable Technologies Pvt. Ltd., Bangalore

Mar 2024 – Jul 2024

SEO and LinkedIn Research Intern

- Conducted SEO audits using Ahrefs, prepared detailed keyword and competitor reports, and implemented strategies that **boosted website traffic by 5% in one month.**
- Managed LinkedIn account, increasing **followers from 5,000 to 10,000 in three months** through targeted content and engagement.

XenReality Technologies Pvt Ltd., Bangalore

Mar 2024 – Apr 2024

Social Media Marketing Intern

- Created and edited daily video content for LinkedIn using Clipchamp, Canva, and Adobe, increasing **followers from 50 to 350.**
- Boosted Instagram followers from **21 to 89 in 4 weeks** through visually appealing content and effective hashtag strategies.

Fanztar, Bangalore

Jan 2024 – Feb 2024

- **Engaged directly with influencer marketing and media agencies**, facilitating partnership discussions that contributed to closing business deals worth **INR 50,000+** in collaborative projects.
- Developed and executed targeted email campaigns to secure meetings with key agency stakeholders, resulting in a **30% increase** in inbound partnership inquiries.
- **Collaborated with influencers** to create and execute campaigns that enhanced brand visibility, driving a **20% uplift** in engagement metrics.

EXTRACURRICULAR ACTIVITIES

Saathi Organization, Emerald Heights International

Mar 2021 – Jun 2022

- Co-founded Saathi Organization, organising events, workshops, and blood drives, raising 10,000 INR for charity, and establishing partnerships with local NGOs and hospitals.

ADDITIONAL INFORMATION

- **Administrative Tools:** MS Office, Google Workspace, Excel (pivot tables, summaries), Zoom, Calendly
- **Communication:** Email correspondence, stakeholder engagement, internal follow-ups
- **Project & Time Management:** Trello, Slack, Task coordination
- **Reporting Tools:** Google Analytics, Ahrefs, SEMrush, Ubersuggest
- **CRM & Coordination:** Notion, HubSpot (basic)