**PRATHEEK NANAIAH C.P**

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**Career Objectives:**

An MBA with specialization in Marketing and over four years of experience in marketing, operations, logistics, statistics management, content creation, social media management, marketing research and managing marketing campaigns to provide thoughtful leadership and implement best practices.

**Educational Qualification:**

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| **Qualification** | **Institution** | **Board** | **Year** |
| M.B.A  (Marketing) | BMS College of Engineering, Bengaluru | VTU | 2016 |
| B.B.M  (Marketing) | PES Institute of Technology, Bengaluru | Bangalore University | 2014 |
| Pre University (P.C.M.C) | St. Anne’s College, Virajpet, Kodagu | Karnataka Secondary Education Board | 2011 |
| S.S.L.C | ShanthiniketanSchool, Kodagarahalli, Kodagu. | Karnataka Secondary Education Board | 2009 |

**Work Experience:**

**Transact Campus Inc (February to April 2021)**

* Conducted a market research on Tier I, II and III universities in the United States of America
* Research was mainly about the online payment methods used by the Universities on campus and payment methods used for foreign students.

**CRICKET ASSOCIATION FOR THE BLIND IN INDIA**

**(December 2017 to May 2020)**

* **Hosted the media coverage for the 2018 BLIND CRICKET WORLD CUP held in UAE and Pakistan.**
* **Part of the Social media team at Cricket Association for the Blind in India**. Apart from that I have also written scripts for documentaries on **DD SPORTS** and given voice over for the content which was aired ahead of the 2018 Blind Cricket World Cup in UAE and Pakistan.
* **Was one of the key men in structuring the planned cricket league involving international players**.
* **Worked with Sony Sports Network on securing a broadcast for the cricket league**.
* **Created the content and the promotional video with Indian Women’s T20 Cricket team vice-captain Smriti Mandhana during the first ever Women’s National T20 Cricket Tournament for the Blind in December 2019.**
* Was the Manager of the Indian Blind Cricket team during the bilateral series between India and Nepal in December 2019.
* Was one of the Chief Organizer during the first ever Women’s National T20 Tournament for the Blind in Delhi in December 2019.
* **The main organizer for the finals of the Men’s National T20 Tournament for the Blind played at M. Chinnaswamy stadium on January 21st 2020**.

**GAAMES UNLIMITED (ICC WORLD T20) - (December 2015 to February 2016 )**

Worked for ICC World T20 2016 - India while being an intern at Gaames Unlimited who were the official licensing and merchandise partners for ICC in Asia Pacific.

**DIGITAL ACADEMY 360 – (August 2016 to November 2016)**

Executed Social Media Campaigns for 99acres.com

**CLUB MAHINDRA, MANIPAL HOSPITAL & GOCRAFTY INDIA**

**(December 2016 to November 2017)**

Handled social media activities, created advertisements online and marketed products online for the above organizations

**Technical Skills:**

1. Social Media Marketing

**Projects:**

**TATA COFFEE LIMITED 2014**

Impact of Website Marketing on Coffee Products. Study the customer behaviour towards website and social media marketing in its early days.

**GAAMES UNLIMITED** **2016**

Awareness of ICC World T20 among the Corporate.

**Extra-Curricular activities and achievements**

* Third place in Senior National Tchouckball Tournament held in Andhra Pradesh representing Karnataka while also being the top scorer.
* Winner of National level Business Quiz organized by CIMS.

**Personal Details:**

Date of birth : 11th September, 1993

Nationality : Indian

Language Proficiency : English, Hindi, Kannada, Kodava thak