



KASHMIIRA NAYAR

Digital & Content Marketing
Events & Experiences
Entrepreneur - Health & Wellness

CORE COMPETENCIES



Digital Marketing – Google & LinkedIn Ads, Email Marketing, Content Marketing, Copywriting



Project and People Management, C-level Client Management, Liaison, Event Management



Self-motivated, Driven, Fast Learner, Highly Dependable



Key Topics: Nutrition, Health, Wellness, Fitness, Pharmaceuticals, Biology

INTERESTS



Language Proficiencies in English, Tamil, Hindi & Malayalam



Yoga, Rock Climbing, Aerial Silks, Calisthenics & Strength Training



Travel, Holistic Nutrition, Health & Wellness, Baking, Sustainability, Reading, Writing

CONTACT DETAILS

+65 98561002

kashmiira.nayar@gmail.com

[LinkedIn](#)

WORK EXPERIENCE

FOUNDER SOUL +FIX

2022 - PRESENT

- ✓ Building Soul +Fix, a holistic nutrition brand that provides you with organic superfood powders and functional health supplements that elevate your diet with essential micronutrients that are good for you.
- ✓ Responsible for end-to-end management of the business from sales and marketing to logistics and finance.

MARKETING MANAGER IMAPAC

2020 - 2021

- ✓ Responsible for all marketing activities from campaign strategy and implementation, lead generation through email and digital marketing to content marketing.
- ✓ Launched and hosted IMAPAC's conferences and Corona360 In-Conversation webcast series.
- ✓ Actively pivoted the company's digital transformation efforts with the launch of its webcast, virtual conferences, digital ads (LinkedIn & Google) and market intelligence reports.

SENIOR CONFERENCE MANAGER IMAPAC

2017 - 2019

- ✓ Responsible for planning, maintaining project timelines, creating content and executing conferences to address the advancements in the pharmaceutical industry across the globe.
- ✓ Market research on customer needs so as to define conference content specifications to propose and initiate new features and enable relevance to customer base.
- ✓ Collaboration with the marketing and sales team to drive customer acquisition, engagement and retention, lead generation, product value and feature communication and enabling sales to surpass revenue targets.
- ✓ Creation of product-related content to educate stakeholders about product features and benefits.
- ✓ Management of the process involving the selection of trending content themes, targeted messaging, quality control of content, and delivery of content to realize the goals of the company and its clients.
- ✓ Track and analyze the performance of the conference and associated strategies throughout the project lifecycle to ensure achieve commercial objectives are met.
- ✓ International client relationships with senior management professionals of pharmaceutical companies.
- ✓ Planned, executed and managed the company's largest conference "Biologics Manufacturing Asia", achieving a 25% increase in revenue and managed a total of 10 conferences over 2 years.

EDUCATION

2013-2017: NATIONAL UNIVERSITY OF SINGAPORE (NUS)

Bachelor of Science (Hons) in Life Sciences

Specialization in Biomedical Science, Minor in Public Health

Thesis: Expression Analysis of Smurf2, an E3 Ubiquitin Ligase, in Microglia