

N I R A J S I N G H



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Personal Profile

I intend to teach and coach students in the field of marketing by developing innovative methods by amalgamation of business case study and marketing philosophy. To stay relevant with current marketing scenario I am pursuing digital marketing programme from Net Tech India.

Education

Edgehill University (Doctoral Tutor) – **United Kingdom**
September 2018- February 2019

Dublin Institute of Technology (Fiosraigh Research Scholar) – **Ireland**
March 2016- September 2018 MPhil. (to be awarded)

- Interdisciplinary study on Food Consumption, Choices and Government Policy

Modules Completed

Research Methods
Research Methods and Biostatistics
Teaching in Higher Education
Childhood in Context
Business Research Methods

Master's— Coventry University London Campus— **United Kingdom**
August 2013- September 2014 MBA in International Marketing— Grade: Merit

Modules studied include: Marketing in Global Age; Sustainable Strategy - from Planning to Implementation; Retail and Services Marketing; Buyer Behaviour Analysis - The Psychology of Buying; Entrepreneurship - Creating a Business Opportunity

- **SMS (Student Marketing Society)** — Composed team of enthusiastic students and launched society, highlighting aspects of marketing in business world. SMS successfully conducted seminar on “Chinese Dream” introduced the idea of entrepreneurship in Chinese context in relation with UK market.
- **Student led seminar** — SMS came up with a unique idea by offering platform to students who would like to improve their public speaking skills by conducting session in front of the entire class under the supervision of programme leader. I pioneered the first session under the guidance of Dr Joshie Juggessur, and spoke on Brand Equity.

- **High-flyer programme** — I received an opportunity to be part of a pilot program “High Flyers” aimed at improving interpersonal and effective communication skills through self-development activities, mock public speaking sessions, and attending networking events.
- **Mentoring Cloud Society**— The University appointed me as a joint president of “Mentoring Cloud Society” for succession planning and the execution of the society’s activities, which included mentoring and recruiting and training new mentors. Mentoring Cloud Society is a University-sponsored society, focuses on academic development of new students, mentored by senior students.
- **CULC Excellence Award**— Coventry University Excellence Award in Entrepreneurship: First position and Coventry University Excellence Award in Leadership: Third position
- **Student Ambassador**— University appointed me as student ambassador to guide new students in the process of registration.
- **Graduation Ceremony Speech**— Based on my University performance got the honour to deliver graduation ceremony Speech

Bachelor’s—Rajasthan Vidyapeth Deemed University — **India**
 2005-2008: Bachelor of Technology (**Biotechnology**) — Grade: **Merit**

Research Outcomes

- The Irish Social Policy Association Conference (1st July 2016)
 Title: Is obesity suffering from syndrome inequality in Irish policy?
- 4th UK Congress on Obesity (7th -8th Sep 2017)
 Title: Food Health Claims and Consumer Understanding: A Systematic Review
- Academy of Marketing (2nd -5th July 2018)
 Submitted Doctoral Colloquium Paper
 Title: Exploring the Role of Nutrition Information in Food Consumption Choices: The Confused Consumer
- Irish Academy of Marketing (3rd -5th Sep 2018)
 Submitted Doctoral Colloquium Paper
 Title: The Role of Nutrition Facts, Labels and Health Claims in Food Consumption Choices: The Confused Consumer

Conference Attended

- Association for the Study of Obesity Ireland (27th April 2016)
- 41st Annual Macromarketing Conference (13th -15th July 2016)
- Institute of Public Health Open Conference (11th October 2016)

Digital Marketing Program—NetTech India (February 2019- May 2019)

- Search Engine Optimisation
- Social Media Optimisation
- Search Engine Marketing
- Digital Marketing Services

Teaching Experience

- 🇬🇧 Edgell University (Doctoral Tutor) – **UK** (September 2018- February 2019)

Teaching undergraduate students Essential Skills in Applied Psychology

- The focus is on harnessing key undergraduate skills such as academic reading, writing and critique, group working, finding and presenting information, time management, self-awareness and reflection, and applying them in the context of the degree subject.

Corporate Experience

- 🇬🇧 Primark stores ltd—**London** Retail Sales Assistant (November 2013- November 2014)

Joined as a Christmas temporary staff. Subsequently, selected for permanent contract based on evaluation and customer feedback.

Career Launcher—Asia's leading education service provider

Senior Business Development Executive: March 2011- July 2011

- Visited schools and colleges to bring seminars for the company
- Conducted promotional activities, to generate leads
- Counselling students and advise them to choose join career launcher test programme
- Dispensed the duties of centre manager.

- 🇬🇧 Inch By Inch Gym—Leading Chain of Gyms In Mumbai

Head Sales and Marketing: August 2010- January 2011

Sales & Marketing Manager: January 2009- August 2010

- Exceeded set sales target by continuously for six months
- Introduced B2B sales as compared to primitive B2C sales
- Managed team of sales consultants and introduced new format of pitching of pricing
- Introduced “Happy Hour” offer to boost sales and filling of empty time space.

- 🇬🇧 Club Aquaria— A Family Lifestyle Club

Senior Sales & Marketing Consultant: January 2007- December 2008

Sales & Marketing Consultant: September 2005- January 2007

- Gained insights in negotiation and importance of pricing, and timing in generating sales
- Learned and practiced relationship building skills, eventually leading to increase in referral sales