






## Nitish Trikha Group Head

Result-oriented professional having more than 15 years of rich experience in delivering optimal Results & business value in high-growth environments in different industries across Marketing, Branding, Customer Insight, Market Segmentation, and business development activities. Experience across all facets of business development, Strategic management & leadership, project management and sales. Proven capabilities in designing innovative strategies to generate across potential market segments.



 [nitishtrikha@gmail.com](mailto:nitishtrikha@gmail.com)
 + 91 7838440640
  New Delhi

### SKILLS

Ideation      Strategic & Contingency Planner      Operational Skills  
 NBD & Revenue Growth      Time Management Skills      Creative  
 Committed      Brand Positioning      Networking      Client-Centric  
 Experiential Marketing      Vendor Management      Leadership Skills

### CURATED STORIES WITH BRANDS



Impact where it matters.



## **WORK EXPERIENCE**

- Group Head (May 2019- July 2020) Stch Integrated Marketing (UMI Unit) (Formerly Salt)
- Manager - Sr. Manager (April – Oct 2015 & April 2016-April 2019) Salt Experiences & Mgt Pvt Ltd
  - Wanaka Edge Suites New Zealand
- Yatra.com /Makemytrip.com/Pearl International /Epitome Travels

## **ACHIEVEMENTS**

- Generated revenue across various industry verticals.
- Expertise in Experiential Marketing- ATL/BLT Activities/ Online/ Social & Digital Media Engagement.
- Deliver and negotiate all contract terms resulting in a signed agreement and successfully turning over the execution of the event to operations partners.
- Worked across our entire portfolio of products which includes bespoke events and industry leading awards.
  - Strong skills in Strategy making for positioning the Brands.
- Managed cross-cultural and high-performance teams ready to deliver against odds towards organizational goals
  - Strong knowledge of positioning the brands & marketing skills on digital platform.
- Led projects across companies encompassing strategic planning, market plan execution, new product development, pricing & product management, brand communication
  - Work closely with delivery team; editorial/content, marketing, design, and operations.
- Core team member of Website designing, positioning of brand & products - print & digital media platforms at Yatra.com, Epitome Travels, Makemytrip.com
  - Comprehensive communication internally and externally to ensure successful event management effectively communicate solutions to Clients
  - Establishing strategic alliances tie-ups; implementing strategies to achieve revenue targets
    - Skill knowledge of Mobile Marketing – User friendly app
    - Always a firm believer in giving handpicked solutions.
- Project manage and execute a portfolio of corporate events from concept to post event reconciliation that are executed to the highest possible standards

## **QUALIFICATION/ CERTIFIED COURSE**

- Post Graduate Diploma in Travel & Tourism (Ministry of Tourism – India)
- Bachelor's in Business Administration (Marketing – DAVV University -India)
  - Certified Course (Marketing – Google Digital)
- Certified Course Specialized in Liquor License (New Zealand)