

# NITIN RAINA

Product Marketing · Brand Strategy · CS + MBA

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## SUMMARY

MBA candidate (Marketing) at COEP with a CS engineering foundation and hands-on experience across brand strategy, go-to-market planning, product design, and enterprise consulting. Strategic marketing thinking backed by technical fluency, customer research, positioning, and data-backed decisions.

## EXPERIENCE

### Marketing & Research Intern · [XSAV Lab](#) · Pune

Jun 2026 – Present

- Ran audience, competitor, and category research for VERA, the firm's in-house D2C luxury accessories launch, and converted it into a positioning and go-to-market plan and a 12-creative Meta and Google ad set mapped to the funnel, each execution answering one specific buyer objection.
- Built XSAV Lab's brand system end to end — visual identity, a 15-document brand guide, sales collateral, case studies, and print assets — and audited pre-launch copy against source facts, removing unverifiable product claims before spend.

### Brand & Product Designer · [Portfoliooo](#) · Mumbai

May – Jul 2025

- Built brand identity and design system from scratch, including logo, typography, and colour system, used across all digital touchpoints.
- Conducted user and competitor research to inform product positioning; Figma prototypes improved onboarding flow clarity across two iteration cycles.

### UI/UX Design Intern → UX Designer · [SpecsCart](#) · Bury, UK

Jul – Nov 2024

- Revamped 6+ e-commerce pages based on usability testing findings, reducing navigation friction and improving mobile checkout flow.
- Promoted within 3 months from design intern to UX Designer; owned end-to-end visual assets aligned with performance marketing goals.
- Collaborated directly with founders on brand refresh; new design system cut design-to-development handoff time by ~30%.

### Analyst · [Deloitte USI](#) · Mumbai

Sep 2023 – Mar 2024

- Delivered Salesforce-based CRM solutions for enterprise clients; led requirement-gathering sessions with stakeholders across 3 business units.
- Mapped end-to-end user workflows and proposed UI improvements that increased platform adoption among client teams.

## EDUCATION

### MBA, General Management (Marketing) · COEP Technological University, Pune

2025 – Present

Relevant coursework: Brand Management, Consumer Behaviour, Sales & Distribution, Research Methodology, Digital Marketing

### B.E., Computer Science · Thadomal Shahani Engineering College, Mumbai

2019 – 2023

CGPA: 8.2 / 10

## LEADERSHIP & ACTIVITIES

### Chairperson · The Inner Engineering Club, TSEC

Jun 2022 – Jun 2023

- Progressed from Peer Mentor → Social Media Head → Chairperson; led a 12-member team on campus mental well-being initiatives reaching 500+ students.

### Operations Associate · AIESEC · Mumbai

Sep 2020 – Jan 2021

- Managed onboarding for international exchange participants across 4 countries; handled B2C sales and outreach for exchange programs.

## SKILLS

**Marketing & Growth:** Brand strategy · Positioning & messaging · Go-to-market planning · Meta Ads · Campaign planning · Market research · Consumer behaviour · Content creation · SEO basics

**AI & Automation:** Claude / AI-assisted workflows · Prompt engineering · Google Apps Script automation · AI-integrated design & ad tools

**Design & Tools:** Figma · Canva · Framer · Google Analytics · Notion

## CERTIFICATIONS

- UI/UX Design Bootcamp, IIT Roorkee (Dec 2023 – Jun 2024)
- Salesforce Certified Administrator (2023)
- Google Analytics Individual Qualification