

Contact

www.linkedin.com/in/adira-nair-8a927613a (LinkedIn)

Top Skills

User Stories

Brand Awareness

Product Management

Languages

Hindi

Gujarati

Malayalam

English

Certifications

Excel Skills for Business
Specialization

Global Collaboration Certificate

Adira Nair

Innovations| SaaS End-to-End Traceability Supply Chain Solution provider (Track & Trace) | Parametric Insurance | Product Marketing Consultant- vlinder (PPO)

Bengaluru, Karnataka, India

Summary

Adira, a Product Marketing Consultant at Vlinder Labs, brings expertise in food safety compliance, the F&B industry, and parametric insurance. Specializing in sustainable solutions for brands, supply chain traceability, digital identity, marketing plans, and ESG compliance strategies, she's dedicated to driving impactful results. Additionally, Adira is actively involved in enhancing Vlinder's digital presence and brand building efforts. Presently, she's immersed in projects revolving around blockchain technology, the metaverse, and the web3 ecosystem.

Experience

vlinder.io

2 years 6 months

Product Marketing Consultant

January 2023 - Present (1 year 9 months)

- * Strategizing marketing road maps for potential and current clients by incorporating blockchain solutions.
- * Driving new tech into the GI products through traceability and sustainability.
- * Ensuring consistency of branding of the company across different channels.

Marketing Intern

July 2022 - January 2023 (7 months)

Marketing Intern

April 2022 - June 2022 (3 months)

TechTree IT Systems Pvt. Ltd.

Intern (Live project)

January 2022 - April 2022 (4 months)

Education

T A Pai Management Institute, Manipal

Master of Business Administration - MBA, Marketing · (August 2021 - April 2023)

Gujarat Technological University (GTU)

Bachelor of Technology, Electrical Engineering · (2016 - 2020)

Ahmedabad Public School International

High School Diploma, Mathematics · (2015 - 2016)

Kendriya Vidyalaya

AISSE, Mathematics · (2013 - 2014)