

Contact

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(LinkedIn)

Top Skills

Business Strategy
Affiliate Marketing
Strategic Partnerships

Languages

English (Full Professional)
Hindi (Full Professional)
Odia (Full Professional)

Honors-Awards

Tata Simply Finance Quiz
RNBQ National Business Quiz
Yakshaprashnam National Solo Quiz
Tata Crucible
Mahindra Auto Quotient

Publications

The Street Dog Index of Poverty
Measurement
Nutshells (Series of 6 GK Books)
Quizcraft

Nishant Nihar

Quizzer | Content & Marketing | Activist | TEDx Speaker | Stuck
between Humanity, Business & Tech
Delhi, India

Summary

A biz-tech quizzer, a knowledge entrepreneur, a published writer,
and an aspiring social engineer, looking for a right break to build an
institute of tomorrow.

Experience

Sedax

Principle Advisor (Business and Ethics)
August 2024 - Present (2 months)

Stealth Startup

Founder
April 2024 - Present (6 months)
Bhubaneswar, Odisha, India

Trying to make knowledge accessible to everyone through engaging quizzes
- and helping people know their rights through fun events. Seed funded, self
propelled

SquarFit

Co-Founder
December 2023 - Present (10 months)
Dubai, United Arab Emirates

Providing the right access to luxury and the feeling of a home.

MrFixPro

Principal Advisor
May 2023 - Present (1 year 5 months)

Making services accessible to all. Empowering Bharat.

WisdmLabs

Head - Content Marketing
January 2023 - February 2024 (1 year 2 months)

- Improvement of digital assets (landing pages) keeping in mind UX, regular audits, changing compliances, and evolving brand positioning
- Streamlining content-driven growth across multiple channels : from social media to mails
- Working in tandem with the services, products, sales, and design team for impactful projects
- Leading a small team of freelancers, content creators and designers for timely execution of content strategies that lead to MQLs
- Exploring, and executing collabs/partnerships in the same domain for mutual benefit
- Driving TOFU traffic via optimal SEO, consistently delivering long-form content ranking in the first page
- Leveraging AI and Analytics to conceptualize data-driven goals and improving productivity
- Experimenting with various forms and modes of content - from creative to technical, across text to visuals to videos
- Optimizing 'laziness' : how to do more with less

Decision Point Analytics

Content Head

February 2022 - November 2022 (10 months)

Gurugram, Haryana, India

- Exploring the right balance of content, designs, madness, research, and creativity that work for people. From CXOs and VPs and the marketing team, to end-users. Constant brainstorming to deliver well- researched and thought-provoking pieces (Case Studies, White-Papers, Industry Reports, etc) for B2B SaaS clients across LATAm, Europe, and US that ultimately propel retention and upsells.
- Strategising and executing the corporate communication strategy for existing and prospective clients.

- Bringing the 'wow' factor to mundane B2B content

MyScoot (EXLY)

Head of Content Marketing

November 2021 - February 2022 (4 months)

Delhi, India

LikeMinds

Content Specialist

December 2020 - November 2021 (1 year)

Gurugram, Haryana, India

Dealing with Content, Research, and Content Strategies for Community-led growth.

Sports Unity Pvt. Ltd.

Head of Content & Research

May 2019 - December 2020 (1 year 8 months)

New Delhi Area, India

Conceptualizing knowledge based content strategies for our primary apps.
Managing the internal/freelance content team & setting creative goals to deliver engaging trivia.

Ideating the digital and mobile marketing strategy to meet core sales target, using SEO, smart advertising, and data analytics.

Generating credible, concise and clear copies for advertisements (collaborating with the UI/UX team) apart from content for PR materials, in-app notifications, user engagement posts across platforms, mail lists, and pitch proposals.

Stakeholder in Business Development explorations, with an intuitive knack for projects and partnerships that have parallel synergies with us.

Pepper

Consultant

January 2020 - July 2020 (7 months)

Mumbai, Maharashtra, India

Handled evaluation of Subject Matter Experts and assisted in seeking the right candidates for varied roles from multi-lateral networks.

Bharatiya Janata Party (BJP)
Manager, Social Media & IT Cell
July 2019 - December 2019 (6 months)

Quick ideation and execution of social, digital and mobile based content strategies, delivered using insights from citizen behaviour, predicted patterns (from AI) and outreach programs, with an aim to eliminate ideological ambiguities.

Clear understanding of political data, developed into credible and condensed content (infographics, PR material, public awareness, etc) for mass deliberation and analysis.

KryptiQ
Head Of Content Research
April 2018 - April 2019 (1 year 1 month)
Noida Area, India

Creation of knowledge based content for gamification. Managing internal and external freelance teams to ensure timely delivery of output for clients. Incorporating feedback from end-user to develop more engaging products.

Delivering day to day content for knowledge outreach programs featuring on the apps of/backed by the likes of e-commerce startups, newspapers, digital trivia games. Hosting individual quizzes for corporate engagement in the domains of finance, business, marketing and technology.

Leading the research for creation of trivia based products, ranging from a series of GK books for CBSE schools to white papers for cryptocurrency startups and full scale video advertisements for clients in collaboration with the visual and graphics team.

Curating and generating trivial content for TV shows in English and regional languages.

Stakeholder in business development, strategizing, negotiating and overseeing on-boarding of new clients.

Greycaps
Consultant
July 2017 - October 2017 (4 months)
Bengaluru Area, India

Developed branded content for India's most high profile Corporate Quiz Game
Show Tata Crucibles airing on Times Now

Greycells Education Limited

Content Lead

January 2017 - June 2017 (6 months)

Conceptualized interactive quiz shows for television and live show audience as per client demand.

Choose2Thing

Content Developer

July 2016 - December 2016 (6 months)

Pune, Maharashtra, India

Primary research for books reviews, pub quizzes, sponsored corporate quizzes, and others.

ConveGenius Group

Head of Content Developement

May 2014 - January 2016 (1 year 9 months)

Noida Area, India

Handling generation of content for the eduatainment app, Battle of Minds.

Leading a team of freelancers to execute content delivery goals strategized in consultation with the product team.

Ensuring QC and proof reading of trivia content, including translations to multiple regional languages and finding best practices to streamline the flow process of content delivery.

National Aluminium Company Limited

Winter Intern

December 2014 - January 2015 (2 months)

Angul, Orissa, India

Study of High Power Circuit Breakers used in Industrial control. Qualitative and Quantitative analysis of their variants.

Bharat Heavy Electricals Limited

Summer Intern

May 2014 - July 2014 (3 months)

Hyderabad Area, India

Study of Switch Gears and Protective Devices employed in plant area.

The Statesman

Co-ordinator

June 2007 - August 2011 (4 years 3 months)

Kolkata

Insightful articles across domains of Sports, Tourism, Mysticism, and simplistic human tendencies.

Odisha Quiz Association

Founding Member

May 2011 - May 2011 (1 month)

Bhubaneswar

Odisha's premier quizzing club with a legacy of over 800+ quizzes hosted, curated, and delivered. With a strength of over 3000 members, the single largest hub for knowledge based interactions in the state.

Education

National Institute of Technology Rourkela

Bachelor of Technology (B.Tech.) M. Tech Dual, Electrical, Electronics and Communications Engineering · (2012 - 2017)

Ruchika High School

Matriculation · (1998 - 2009)

B.J.B. Autonomous College, BBSR, Khurda

+2, Science · (2009 - 2011)