



JAYANT NANDAN

Digital Marketing Trainer & Consultant

Email: jai.nandan@strategyworks.in

Mobile: +91 9886 842 386

Jayant Nandan is a proven digital media expert. He specializes in consulting & training large to medium scale organizations from CXOs to marketing heads to fresh graduates. Jayant Nandan helps organizations to achieve their business goals by helping them to realign their sales and marketing strategy.

Jayant is currently heading Strategyworks Consulting, a digital marketing & consulting company. He has over 2 decades of experience in Digital Technologies, Digital Marketing, Social media, public relations, corporate communications, and branding.

He had worked with some large enterprises/start-ups like **Infragistics Inc, Infosys Technologies, Mantri Developers, AY digital, Dun & Bradstreet, and Solutions Integrated Marketing services (Publicis Group Now)** in various capacities and roles.

Jayant has started his **Digital Marketing training journey with Learn Social**, trained students from India, and abroad, then it was with **NIESBUD (Ministry of Skill Development and entrepreneurship)** doing Digital Marketing workshops in India, then it was **Acadgild** as a **freelance Digital Marketing trainer**.

As a **full-Time Digital marketing faculty at Timespro** (is an education initiative by The Times of India Group) had the chance to build the curriculum, chart out the growth plan & create the exit value for the students from the course, apart from taking up the classes on Digital Marketing

Currently, He is working as guest faculty for Digital Marketing at TISS (Tata Institute of Social Sciences), Sunstone Eduversity, and Simplilearn Solutions

Specialties: Digital Marketing, Social Media Marketing, Search Marketing, Online Branding, Lead Generation Campaign, Google Analytics, , Vendor Management, Teaching, Course Designing, program management, course content writing, Institutional (Educational) Building, Consulting to start-ups, mentoring students & faculties.

Working with Institutions: Jayant Nandan has built a curriculum on Digital Marketing for some of the esteemed institutions such as Sunstone University, Tata Institute of Social Science, Times of India Professional Learning.

Professional Training Experience

- Did 90 hours of Training program for **Ministry of Communication & information technology** (<https://www.mcit.gov.sa/en>), **Saudi Arabia**, on “Ecommerce for Marketing Specialist”.
- Did 2 Days Digital Marketing workshops for the Channel Partners of TATA AIG.
- Did 2 Day workshop on usages of Social Media & lead generation for Executive Education partners of Timespro, TSW.