

# AMIT NAYAK

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## PROFESSIONAL SUMMARY

Results-driven Experiential Tourism Specialist and Brand Content Strategist with 3+ years' success. Expert in destination development (75+ trails launched), premium client management (HNIs/MICE), and end-to-end content production to drive brand visibility and market growth.

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## CORE COMPETENCIES

- Experiential Tourism
- Client & Business Management
- Content & Media Production
- Logistics & Operations
- MICE Sales & Operations
- Client Relationship Management
- Destination Management
- Video & Photo Documentation

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## EXPERIENCES

### MUTTPACKERS PRIVATE LIMITED

#### Assistant Destination Manager | (2023-2025)

- **Experiential Curation & Development:** Developed and executed 75+ trails for Ekamra Walks in Bhubaneswar, including specialized Nature, Food, and Museum Trails, significantly expanding the city's tourism product.
- **City & Event Management:** Directed 10 distinct tours and 7 major events for the "Visit Bhubaneswar" campaign, driving high visitor engagement and public awareness.
- **Coastal Tourism & Content Production:** Designed and launched 7 new trails for "Visit Konark" and curated 15 trails and 30+ content reels for "Visit Puri," strategically utilizing multimedia to boost destination promotion.
- **Luxury & Ecotourism Experiences:** Created and managed 30+ bespoke guest experiences for the Taj Puri Resort and Spa. Simultaneously, organized 9 successful events to support destination development for "Visit Similipal."
- **Large-Scale Logistics & Cultural Documentation:** Managed seamless stay and food logistics for 75+ guests during the Kumbh Mela ("Kumbh Anubhav"). Documented 6 key places and the life of the Tharu tribe for the "UP Anubhav" content series.

Projects : Ekamra Walks | Visit Bhubaneswar | Visit Konark | Visit Similipal | Taj Puri Resort and Spa | Kumbh Anubhav | UP Anubhav | Visit Puri

### LALLOOJI & SONS

#### Destination Research Development & Content Lead | (2023)

- Developed and executed destination research and brand content strategy, resulting in compelling wildlife and guest experience narratives for the Gandhisagar Forest Retreat.
- Organized and managed premium guest experiences and guided tours for influencers and high-net-worth clients, maximizing media exposure and satisfaction.
- Produced comprehensive brand content for NADABET, delivered event photography for the Statue of Unity, and executed video editing for the EVOKE Dholavira project.

Projects : Gandhisagar Forest Retreat | NADABET | Statue of Unity | EVOKE Dholavira | Kuno Forest Retreat

### **Activities Manager & Brand Content Creator | (Jan 2022 – Dec 2022)**

- Client & MICE Group Management: Successfully managed and cultivated relationships with 85+ High Net Worth Individuals (HNI Clients) and secured 7 Corporate MICE Groups across Feriado Resorts (Tadvai & Bogatha) and Haritha Grand properties (Medaram, Gattama, & Malluru).
- Brand Content & Influencer Strategy: Led brand content creation across all properties. Executed a targeted promotional strategy by hosting 30+ influencers and managing visits for 10+ dignitaries, significantly boosting brand visibility and premium positioning.
- New Product Development & Curation: Identified 11 new tourism locations and subsequently curated and executed differentiated guest experiences, expanding the resort's experiential portfolio.
- Sustainable Rural Tourism & Collaboration: Established robust local collaborations to promote rural and eco-tourism. Developed and launched specialized trails, including jungle trails, waterfall trails, tribal meets, and hidden jungle gems experiences, creating unique revenue streams and supporting local communities.

Projects : Feriado Resorts Tadvai & Bogatha | Haritha Grand Medaram, Gattama & Malluru

### **Activities Coordinator & Brand Content Creator | (Apr 2021 – Apr 2022)**

- Managed and executed all in-house guest activities, including logistical setup for bonfires, machan seating, music systems, cycling excursions, and recreational games.
- Served as a Guest Experience Specialist, providing personalized recommendations and detailed briefings on local points of interest and nearby exploration options.
- Developed and produced engaging mobile-optimized content (photos/videos) for company brand channels, showcasing unique guest activities and workshops to drive booking interest.
- Facilitated interactive guest workshops and small group engagement activities, consistently enhancing overall guest satisfaction scores.

Projects : Feriado Resorts Tadvai & Bogatha

### **Tour Guide & Brand Content Creator | (Dec 2020 – Mar 2021)**

- Led and guided 45+ tour groups across multiple Ecoretreat locations (Konark, Daringbadi, and Hirakud), ensuring exceptional guest safety and experience delivery.
- Produced comprehensive brand content (photography and visual storytelling) for all three destinations to support marketing and promotional campaigns.
- Generated high-quality visual assets focused on authentic guest experiences, local lifestyles, community stories, and scenic landscapes, capturing candid and engaging moments of people.
- Utilized story-based photography techniques to document the unique cultural and natural elements of each location, enhancing the resorts' marketing narratives..

Projects : Eco-Retreat Konark | Daringbadi | Hirakud

### **GVW FILMMAKERS**

Photographer | (2018-2020)

- Candid Photography: Successfully executed Candid Photography services for 5 destination weddings, delivering high-quality visual memories while maintaining a discreet and professional presence.

- Specialized Photography Projects: Served as a Wildlife Photographer for the Amrabad Tiger Reserve and conducted Heritage Photography for the Saleschwaram Jatara, demonstrating proficiency in varied environmental and cultural settings.
- Videography & Production Management: Led end-to-end videography projects for Tripo's content, including headshots, scripting, and video editing.
- Brand Content & Location Scouting: Conducted extensive city tours in Hyderabad and executed professional brand content itinerary video shoots for clients, demonstrating strong location scouting and content planning skills.
- Professional Development: Completed formal training in advanced photography and filmmaking techniques through GVW Filmmakers.

Projects : Wildlife Waterhole Census | Tripo

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## EDUCATION & CERTIFICATIONS

MICE Management, Udemy

2024

B.Tech CSE, KGR CET

2014 - 2018

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## TECHNICAL SKILLS

- Microsoft Office Suite (Word, Excel, PowerPoint)
  - Design (Canva, Photoshop, WordPress, Elementor)
  - Video Editing Software (DaVinci Resolve, Adobe Premiere Pro, CapCut)
  - Social Media Platforms (Instagram, LinkedIn, YouTube, Facebook)
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## SKILLS

- Efficiently manage complex projects, prioritize tasks, and meet deadlines with precision.
- Skilled at fostering relationships with guests, clients & vendors
- Good at working autonomously on individual tasks while contributing to team efforts, ensuring seamless collaboration and successful outcomes.
- Excel in managing multiple tasks and projects, ensuring accuracy and quality in deliverables, even under pressure