

Portfolio

Tacticians Consulting

2024

Company Overview

We are a dynamic political consultancy firm specialized in strategic campaign management, research, and outreach. With a team of experts boasting extensive experience in political communication, digital marketing, and technical tools development, we offer comprehensive solutions tailored to your campaign needs.

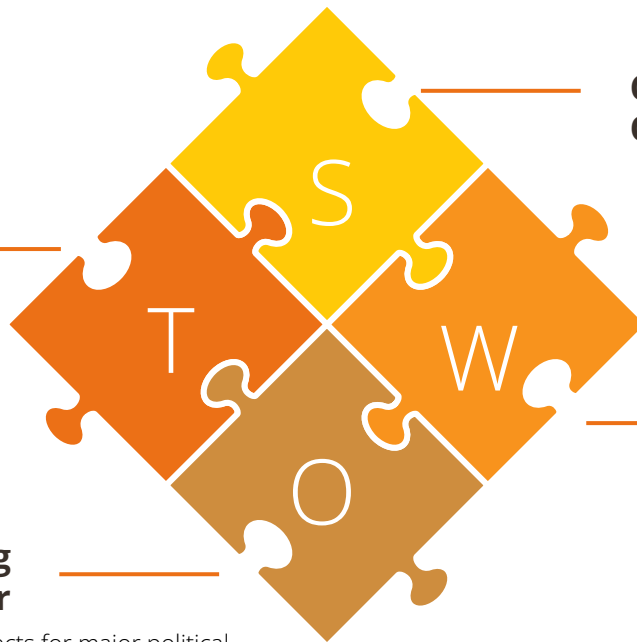
Our Team

Campaign Strategy and Research Lead

- Experience: Spearheaded research and operational strategies for high-profile political campaigns.
- Expertise: Strategic planning, stakeholder analysis, and campaign optimization.

Digital Marketing Manager

- Experience: Led communication outreach projects for major political parties and leaders, ensuring effective messaging and engagement.
- Expertise: Media relations, content development, and audience targeting.



Communication and Outreach Specialist

- Experience: Successfully implemented digital marketing campaigns for political and social causes.
- Expertise: Social media management, online advertising, and data-driven campaign optimization.

Technical Tools Development Lead

- Experience: Developed innovative technical solutions for political campaigns, enhancing efficiency and effectiveness.
- Expertise: Software development, data analytics, and custom tool creation for campaign management.

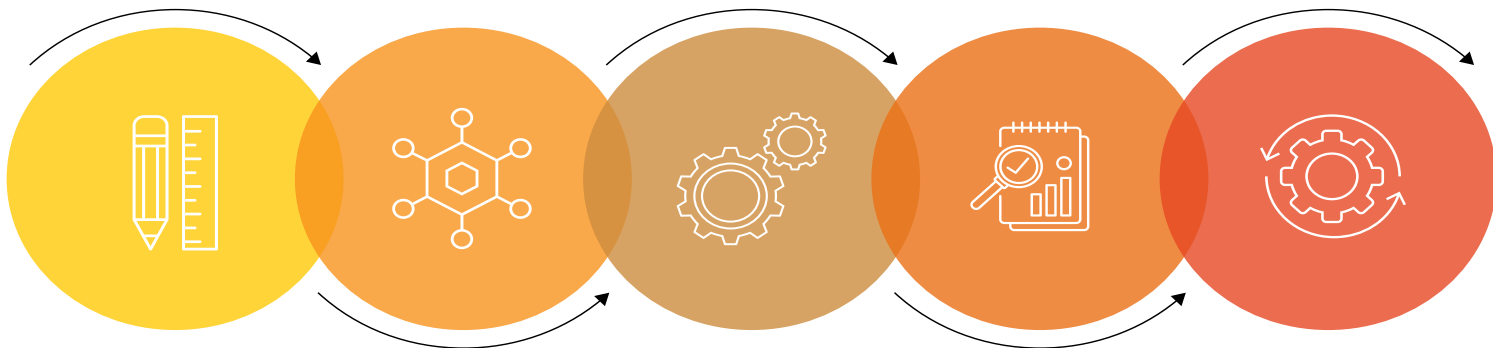
Our Services

Research and Data Analysis

In-depth research and data analysis to inform strategic decision-making and optimize campaign efforts.

Digital Marketing Campaigns

Targeted digital marketing campaigns leveraging social media platforms, online advertising, and data analytics for maximum impact.



Campaign Strategy Development

Comprehensive planning and execution strategies tailored to your campaign's goals and objectives.

Communication and Outreach

Engaging messaging and outreach strategies across traditional and digital media channels to connect with voters effectively.

Technical Solutions and Tools Development

Customized technical solutions and tools development to streamline campaign management processes and enhance efficiency.

Our Approach

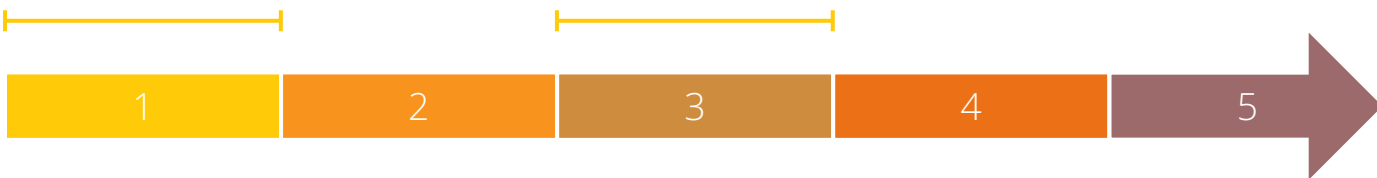


We combine research-driven insights, strategic planning, and innovative technological solutions to create winning campaign strategies. Our team works collaboratively with clients to understand their objectives and deliver tailored solutions that resonate with voters and drive success on election day.

Our Milestones

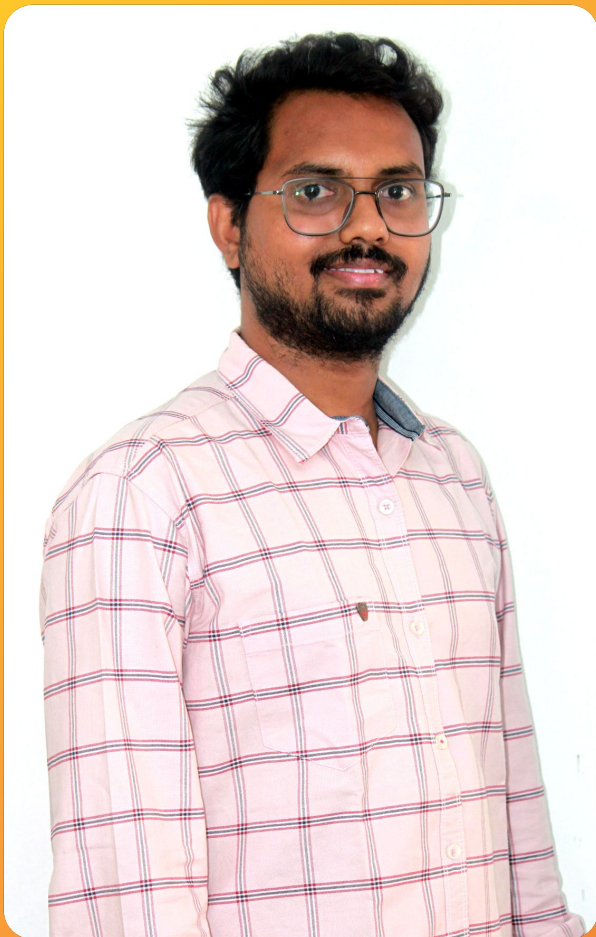
led Research, opinion
survey, campaign design,
people management,
operations and
implementation for
YSRTP Praja Prasthanam
Padayatra in Telangana

Led tele survey for
Madhya Pradesh
assembly elections



Led Communications
outreach project for
INC party president
elections

Led exit poll survey for
Telangana assembly
elections



Uma Maheswara Rao

Background

Experienced political campaign strategist and communications expert with a proven track record of driving successful initiatives for various political parties and organizations. Specializing in research, operations, outreach, and evaluation, with a deep commitment to public leadership and youth engagement. Recognized by prestigious organizations such as the World Bank and United Nations for contributions to policy leadership and global development.

Experience

- 1) Research and Operations Lead - YSRTP: Spearheaded research and operational strategies during YS Sharmila Praja Prasthanam Padayatra, ensuring smooth execution and effective communication with stakeholders.
 - 2) Communication Outreach Project - Congress Party President Elections: Led a comprehensive communication outreach project aimed at enhancing visibility and engagement for the Congress Party President elections, employing targeted messaging and media strategies.
 - 3) Madhya Pradesh Tele Survey Project: Managed and executed a tele survey project in Madhya Pradesh, gathering valuable insights for informed decision-making and campaign strategy development.
 - 4) Telangana Exit Poll Survey: Conducted an exit poll survey in Telangana, providing crucial data for evaluating electoral trends and informing future political strategies.
- Awards and Recognitions

Awards & Recognitions

- 1) World Bank Eval Hackathon Awardee: Recognized for innovative contributions to evaluation methodologies and solutions during the World Bank Eval Hackathon.
- 2) Engaged with World Bank Global Evaluation Initiative (GEI) Program: Contributed insights and expertise to global evaluation initiatives aimed at improving development effectiveness and impact assessment.
- 3) Participant - South North Scholars Global Youth Challenge for Human Development: Engaged in cross-cultural dialogue and collaborative projects focused on advancing human development goals worldwide.

Skills

- 1) Research and Analysis
- 2) Strategic Planning
- 3) Communication and Outreach
- 4) Stakeholder Engagement
- 5) Project Management
- 6) Policy Formulation
- 7) Evaluation and Assessment
- 8) Youth Leadership and Engagement
- 9) Cross-cultural Collaboration

Leadership & Engagement

- 1) Policy Leadership Trainee - Citizens for Public Leadership: Engaged in intensive programs focusing on policy formulation, leadership skills, Geo Politics and public governance.
- 2) Eval Youth Global Mentee: Actively participated in mentorship programs aimed at nurturing young leaders in the field of evaluation and policy analysis.
- 3) Member - Eval Youth India: Contributed to fostering a community of young evaluators in India, promoting knowledge sharing and collaboration.
- 4) Member - United Nations Major Group for Children and Youth (UNMGCY): Represented youth voices and perspectives in UN initiatives and advocacy efforts, advocating for inclusive policies and sustainable development.
- 5) Member - South Asia Social Norms Learning Collaborative (SASN-LC): Collaborated with regional partners to address social norms and promote positive behavior change in South Asia.

Summary

With a diverse background in political campaign management, research, and global engagement, I offer comprehensive expertise in driving successful electoral campaigns and advocating for inclusive policies and sustainable development. My commitment to public leadership and youth empowerment drives me to continually innovate and collaborate towards positive societal change



Narendra B Tiruvaipati

Background

Narendra B Tiruvaipati is a seasoned professional with a diverse background in engineering, technology, and politics. Born in 1981, he graduated with an engineering degree in 2003, marking the beginning of his journey into the professional world. He spent significant years in the United States, where he worked for reputed companies such as HP, Department of Transportation of Virginia, CCH, and UPS, holding managerial positions. His tenure in the US provided him with valuable experience in technology, management, and leadership.

Political Career

Transitioning into the realm of politics, Narendra ventured into campaign management, starting with his involvement in the Kasim Reed Georgia Senate election campaign in 2013. Following this, he actively participated in various political campaigns in India, supporting Multiple Legislative Council (MLC) candidates in Andhra Pradesh and a Member of Legislative Assembly (MLA) candidate in Bangalore between 2013 and 2023. His strategic insights and technological prowess played a pivotal role in these campaigns, contributing to their success.

Technological Innovation

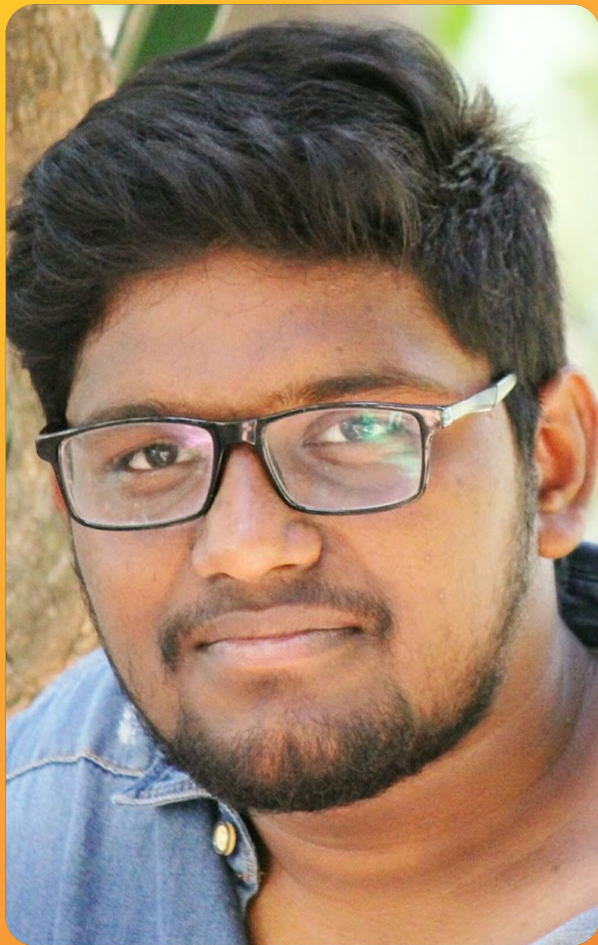
Harnessing his background in software architecture, Narendra has been at the forefront of technological innovation in the political landscape. He spearheaded the development of political applications like "OurMLA," leveraging technology to enhance electoral processes and citizen engagement during elections. These platforms facilitated better communication between politicians and constituents, empowering voters with information and fostering transparency in governance.

Entrepreneurship

In addition to his contributions in politics and technology, Narendra is a successful entrepreneur, having established two private limited companies. Through his ventures, he combines his expertise in political strategy, business consulting, and technology to offer comprehensive solutions to clients in various sectors. His entrepreneurial endeavors reflect his commitment to driving innovation, fostering growth, and creating value in the business and political spheres.

Summary

As a political strategist, business consultant, and technology visionary, Narendra B Tiruvaipati envisions a future where technology and strategic thinking converge to address societal challenges and drive positive change. With a track record of successful campaign management, technological innovation, and entrepreneurial ventures, he continues to be a driving force in shaping the intersection of politics, business, and technology.



Chetan Kumar T

Background

Chetan Kumar is a seasoned professional with a passion for leveraging social media to drive impactful political campaigns. With a wealth of experience in digital marketing and a keen understanding of political dynamics, Chetan specializes in crafting engaging content, implementing effective social media strategies, and harnessing data analytics to optimize campaign performance.

Professional Experience

Led 250+ branding projects, 200+ Marketing Projects, 100+ Design & Development Projects with over 500 clients in 5 years

Skills

Social Media Management:

Proficient in managing multiple social media accounts, crafting engaging posts, and fostering online communities.

Content Creation:

Skilled in creating multimedia content, including graphics, videos, and written posts, tailored to specific platforms and target audiences.

Data Analytics:

Experienced in using analytics tools to track campaign performance, analyze audience demographics and behavior, and make data-driven decisions.

Campaign Strategy:

Knowledgeable in developing comprehensive social media strategies aligned with overall campaign objectives and messaging.

Summary

Chetan Kumar brings a wealth of experience and expertise in social media marketing to the political campaign consultancy team. With a strategic mindset, creative flair, and proficiency in data analytics, Chetan is dedicated to driving successful campaigns and helping clients achieve their political goals through effective digital communication strategies.

Our Partners



Conclusion

With our team's expertise in political strategy, communication, digital marketing, and technical tools development, we are dedicated to helping you achieve your campaign goals and make a meaningful impact on your constituents. Let us partner with you to create a winning campaign strategy that delivers results.

Contact : +91 7799392799