

NIMIT KAPOOR

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Portfolio: <https://www.nimit Kapoor.com/>

A Master of Commerce Graduate with work experience in the field of Marketing. Diversified skill set covering social media management and optimization, graphic design and sales development. Excellent interpersonal, phone and digital communication skill.

EDUCATION

2019 - 2021

MASTER OF COMMERCE | UNIVERSITY OF SYDNEY

Specialization: Marketing & Big Data in Business

2015 - 2018

BACHELOR OF BUSINESS ADMINISTRATION | NMIMS UNIVERSITY

Specialization: Marketing

CGPA: 3.71/4

- Awarded a Certificate of Merit for being in the Meritorious list in BBA in 2015-2018 Batch.

EXPERIENCE

JANUARY 2021 – PRESENT

DIGITAL MARKETING CONSULTANT | 1WORDFLOW | AUSTRALIA

- Website development and maintenance.
- Planning and executing the monetization through a subscription-based model of Regional Comprehensive Economic Partnership Agreement (RCEP) website.
- Planning and executing the monetization through a subscription-based model of Aged Care Royal Commission website.
- Created and implemented the SEO and email marketing strategy.
- Developing a dedicated portal for 1WordFlow's partners.

FEBRUARY 2020 – PRESENT

MARKETING EXECUTIVE | CAR INTERIOR PLUS | AUSTRALIA

- Website development and maintenance.
- Created and implemented the SEO and website optimization strategy.
 - Reduced the bounce rate by 96.28%
 - Website ranking in *top 10* on Google SERP for 3 industry keywords.
- Lead generation and conversion through online channels.
- Running social media and google marketing campaigns for brand.
 - Monthly Engagement on social media channels increased by 2962% in one year.
- Designing the logo, business cards, brand documents, social media posts etc.
- Additional Responsibilities: Office Administration, business development and customer service.

DECEMBER 2019 – MARCH 2020

FREELANCE MARKETING | VENUS BEAUTY JAPAN | AUSTRALIA

- Responsible for handling the social media and other platforms for the brand.
- Website development and management.
- Running marketing campaigns to attract new customers for brands.

OCTOBER 2019 – 25 DECEMBER 2019

STORE TEAM MEMBER | SCENE TO BELIEVE | AUSTRALIA

- Responsible for up-selling and cross-selling photo packages to customers.
- Working with Children who come on sets for pictures.
- Responsible for Completing purchases and financial transactions.
- Additional responsibilities of greeter, photographer and cashier.

SEPTEMBER 2019

FRONTLINE FUNDRAISER | AUSTRALIA FOR UNHCR | AUSTRALIA

- Responsible for door-to-door fundraising.
- Raising awareness about various crises around the world.

FEBRUARY 2019 – JUNE 2019

MARKETING & OFFICE COORDINATOR | TREND KONCEPTS LLP | INDIA

- Brands and Sub-Brands logo conceptualization and design.
- Handling Social Media of the Brand.
- Planning and Coordination of events.
- Preparing relevant documents for the brand, ranging from day-to-day task completions to future requirements)
- Contacting and Collaborating with suppliers and manufacturers.

DECEMBER 2018 – FEBRUARY 2019

DIGITAL MARKETING EXECUTIVE | VERVELOGIC | INDIA

- Social Media Management for five clients in different industries.
- Formulating and Handling Digital Marketing Campaigns.
- Developing engaged community of followers for clients.
- Increasing traffic to client's websites.

STANDARDIZED TESTS

GMAT: 640

(Quant – 47, Verbal – 32, Integrated Reasoning – 7, AWA – 6)

IELTS: 8.5 BAND Overall

(Listening – 8.5, Reading – 9, Writing – 7.5, Speaking – 8)

COURSES

SAS VISUAL ANALYTICS | SAS INSTITUTE

DIGITAL MEDIA AND MARKETING STRATEGIES | Online – Coursera

- By University of Illinois at Urbana-Champaign.
- Grade Achieved: 99.2%

DIGITAL SALES CERTIFICATION | Online – Academy for Ads

- By Google

SKILLS

- Adobe: Photoshop, Premiere Pro, Lightroom
- Photography
- Strategic and Analytical Skills
- Tableau – Intermediate Level
- Python – Basic Level
- HubSpot CRM
- Microsoft Office
- Content Management Platforms: Wordpress, Wix and Shopify
- Social Media Strategies
- Mailchimp