

Name :

Ishita Kapoor

Profile Summary :

Marketing professional focused on content strategy, inbound funnels, and customer engagement. Experienced in SaaS and B2B marketing campaigns.

Contact :

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Academics :

MBA in Marketing – Symbiosis Pune (2021), Coursework: Digital Marketing, Content Strategy, Marketing Analytics, Graduated with Distinction

Certifications :

HubSpot Inbound Marketing (2021), Google Analytics (2020)

Achievements :

Boosted blog traffic by 150% in 6 months, Implemented email campaigns increasing leads by 40%

Experiences :

Content Marketing Specialist at BrandHive (2021–2023) - Designed inbound marketing campaigns - Managed content team of 3 writers - Increased newsletter subscriptions by 60%

Projects :

- Built content funnel for SaaS product launch, improving lead generation by 50% - Developed webinar and e-book campaigns leading to 200+ qualified leads

Hobbies :

Yoga, Writing, Singing