

# KANISHK DAWAR



## SKILLS

- Brand Strategy
- Brand Positioning
- Social Media Marketing
- Consumer Insights
- Digital Marketing
- Communication and Presentation
- Content Strategy and Creation
- Adobe Creative Suite
- Microsoft Office Tools

## CERTIFICATES

- Google's Fundamentals of Digital Marketing
- Basics of SEM, upGrad
- Getting Started with Microsoft Excel

## AWARDS/ ACHIEVEMENTS

- Award for Outstanding Effort & Perseverance, Indian School of Hospitality, Gurugram
- 1<sup>st</sup> Runner Up, Culinary Student of the Year, 2020 by Chef's Table Studio

## SUMMARY

Brand & Content strategist with 2.5+ years of experience driving cultural narratives and consumer engagement through data-driven campaigns. Proven track record in developing brand positioning, content strategy, and performance marketing initiatives that delivered measurable business impact across educational institutions and hospitality sectors. Expertise in performance marketing optimization and creative effectiveness measurement.

## EDUCATION

**Name of Institute:** SP Jain School of Global Management, Singapore-Sydney-Dubai

**Qualification:** Master of Global Business

**Specialization:** Marketing

**Period of Study:** June 2025- June 2026

**• Term 1 and 2 Project:** The Evolving Role of Fan Engagement in Streaming Entertainment  
*Project addressed the critical challenge of monetizing niche content by investigating how fan engagement strategies translate into viable revenue streams within the competitive streaming landscape. The outcomes provide a data-driven framework linking specific community-building tactics to monetization success, offering actionable recommendations for a company's global expansion, particularly in markets like the UAE.*

**Name of Institute:** Indian School of Hospitality, Gurugram, Haryana

**Qualification:** Bachelor's of Culinary Arts Management

**Period of Study:** 2018- 2022

**• Semester 8 Project:** B2B Product Strategy & Innovation Project with Nestlé India

*Collaborated with Nestlé India to lead a project on New Product Developments (NPD) for the B2B food services sector. Conducted in-depth demand analysis with hotels and restaurants to inform product ideation and align innovation with strategic market opportunities.*

**Name of Institute:** Maharishi Dayanand University, Rohtak, Haryana

**Qualification:** Bachelor's of Travel and Tourism Management

**Period of Study:** 2018- 2022

## PROFESSIONAL EXPERIENCE

**GD Goenka University, Gurugram**

**Designation:** Assistant Manager- Marketing

**Period of Employment:** August 2024 - November 2024

**Duties/Responsibilities:**

- Developed brand positioning and cultural narratives for Le Cordon Bleu, resulting in 25% increase in brand awareness
- Led cross-functional teams to align brand communication across channels
- Implemented data-driven performance marketing strategies, improving ROI by 20%

**Indian School of Hospitality/ École Ducasse India, Gurugram**

**Designation:** Marketing Executive

**Period of Employment:** August 2022- August 2024

**Duties/Responsibilities:**

- Managed social media handles (Instagram, Facebook, LinkedIn, YouTube)
- Coordinated internal marketing events to boost brand presence for ISH.
- Strategized social media content creation for ISH, enhancing engagement and audience growth by 30%.
- Assisted in Marketing Strategies development for ISH, driving brand awareness.

**Camp Land's End, Pushkar, Rajasthan**

**Designation:** Social Media Coordinator

**Period of Employment:** March 2022- August 2022

**Duties/Responsibilities:**

- Setting up Social Media presence for the business
- Working on brand awareness, making place in the industry.
- Strategizing content creation and execution for the brand.