

# Khanak Nagpal

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## PROFILE SUMMARY

Enthusiastic Marketing Professional with experience in digital marketing, social media management, creative direction, and event production logistics. Skilled in client account management, content strategy development, and leading end-to-end event execution. Proven ability to drive brand growth through innovative strategies supporting both domestic and international expansion.

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## RELEVANT COURSEWORK

· Meta Ads · Google Ads · Financial Literacy · Microsoft Excel · Consumer Psychology · Accounting · Market Research · PowerPoint · Data Analysis

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## EXPERIENCE

### Head of Department – Production & Logistics

Guthli Ad Film Festival, Bangalore (Miles SOBA) | July 2025 – September 2025

- Led all production and logistics operations for India's first student-led advertising festival celebrating Ogilvy, including comprehensive event planning, budgeting, guest coordination, performance management, and post-event activities.
- Ensured seamless execution of the high-profile event attended by over 2,000 students and industry professionals from Ogilvy.
- Spearheaded end-to-end management, driving a successful and impactful festival through effective team leadership and meticulous planning.

### Marketing Jr. Executive – Internship

Emerge Glass, Delhi | May 2025 – June 2025

- Conducted market research and competitor analysis to support campaign planning.
- Coordinated vendor and internal teams for promotional activities.
- Contributed proactively to campaign execution, improving operational efficiency.

### Project Manager & Content Writer

BETWEEN Marketing, Mumbai | May 2024 – October 2024

- Managed social media platforms including Instagram and LinkedIn, increasing engagement and visibility for multiple client brands.
- Developed and implemented digital marketing strategies aiding client acquisition and portfolio expansion.

### Organising Team Member

Agency M, OCDs, Guthli Ad Film Festival, Bangalore | April 2024 – October 2024

- Collaborated with agencies to create pitch decks and coordinated communication for the festival.
- Facilitated partnerships through outreach and strategic planning, boosting event impact.

#### **HR Assistant**

Agastya International Foundation, Bangalore | March 2024

- Assisted recruitment efforts, shortlisting resumes and facilitating candidate selection.
- Created pitches and presentations to enhance communication and engagement.

#### **Head Organizer**

Spotlight Inter-College Event Battle, Bangalore | December 2023 – January 2024

- Directed planning and execution including marketing, budgeting, sponsorship acquisition, and stall coordination.
- Achieved high event attendance through targeted promotions and team management.

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#### **LANGUAGES**

Fluent in English, Hindi; Basic proficiency in French

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#### **EDUCATION**

BBA Branding and Advertising (2023–2026)

Miles SOBA, Mount Carmel College, Bangalore

Senior Secondary (Commerce) – 90% (2022–2023)

RPS School, Haryana

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#### **CERTIFICATIONS**

- Financial Literacy
- Microsoft Excel
- Human Resource and Logistics Volunteer
- Google Ads

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#### **KEY SKILLS**

Digital Marketing | Social Media Management | Content Strategy | Event Production | Budget Management | Market Research | Client Relations | Team Leadership | Communication Skills | Performance Marketing