


Aaryan Kapoor

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Education

JK Business School (Gurugram University)
Bachelor of Business Administration

Aug, 2019 - Jul, 2022

Campus Organizations: Core Member, Digital Media Relationship Cell [DMRC]

Coursework: Marketing, Analytics, Media Design, Information Technology, Brand Management, Business Statistics

- Led & designed several digital campaigns with the college newsletter.
- Organized and promoted events through digital and print media.

Skills

Technologies: Google Ads, Facebook Insights & Ads, Mailchimp, Google Suite

Tools: Adobe Illustrator, Premiere Pro & After Effects, Figma, Cinema4D, PHP

Interpersonal: Teamwork, Leadership, Time Management, Communication

Languages: English, Hindi

Certifications

Marketing Fundamentals

Aug, 2021

Wharton Online (University of Pennsylvania) [Coursera]

Skills: Brand Positioning, Marketing Strategy, Customer Satisfaction, Market & Consumer Analysis, Consumer Behavior

Digital Marketing

Jan, 2022

Accenture [FutureLearn]

Skills: Creative Strategy, Social Media Marketing, Metric Analysis, Search Engine Optimization, Google Ads, Copywriting

Creative Strategy for Emerging Digital Media

Aug, 2022 (Ongoing)

Ravensbourne University [FutureLearn]

Skills: Brand Strategy & Design, Strategic Design for Social Media, Influencer Marketing, Creative Communication, AR & VR

Work Experience

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Sep, 2021 - Nov, 2021

Digital Marketing Intern

- Accelerated Twitter analytics by 25% in engagements through digital content, copywriting strategies & engagement metric analysis
- Collaborated over various creatives used for digital marketing through 3 different media platforms (Facebook, Twitter, and Instagram)
- Advocated and centralized attribution metrics for 7 different platforms & channels using tools like Adjust.