Aaryan Kapoor

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Education

JK Business School (Gurugram University)   **Aug, 2019 - Present**
Bachelor of Business Administration - 80.3%

> **Campus Organizations**: Core Member, Digital Media Relationship Cell [DMRC]
> **Coursework**: Marketing, Analytics, Media Design, Information Technology, Brand Management

- Leaded & managed several digital campaigns including college newsletter.
- Organized and promoted events through digital media.

Skills

Technologies: Google Ads, Facebook Insights & Ads, Mailchimp, Google Suite
Tools: Adobe Illustrator, Premiere Pro & After Effects, Figma, PHP, JavaScript, TypeScript
Interpersonal: Teamwork, Leadership, Time Management, Communication
Languages: English, Hindi, Korean

Certifications

Introduction to Marketing   **Aug, 2021**
Wharton Online (University of Pennsylvania), USA [Coursera]

> **Skills**: Positioning, Marketing Strategy, Customer Satisfaction

Brand Identity and Strategy   **Nov, 2021 [Ongoing]**
IE Business School, Spain [Coursera]

> **Skills**: Brand Identity, CX, Advertising, Communication

Volunteer Experience

FlyByWire Simulations   **Feb - Aug, 2021**
Design & Development Team

- Collaborated in an open source project (10K+ Users), with TypeScript along with Figma
- Developed & designed Electronic Flight Bag for flight simulation in the A32NX within 30 days
- Designed majority of the user interface in Figma with 6-8 Pages featuring all brand colors

JK Business School   **Sep, 2019 - Jun, 2021**
Event Management & Marketing Team

- Developed and collaborated on several campaigns through 4 different social platforms
- Generated and designed 150+ creatives using Adobe Illustrator and Canva
- Leaded a team of 6 for official college print and digital newsletter for alumni and students

Work Experience

slice   **Sep, 2021 - Nov, 2021**
Digital Marketing Intern

- Accelerated twitter analytics to 25% growth and engagements through content strategies
- Collaborated over various creatives used for DM for 3 different media platforms
- Advocated and centralized attribution metrics for 7 different platforms channels