

Aaryan Kapoor

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Education

JK Business School

Aug, 2019 - Present

Bachelor of Business Administration - 86.3%

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

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

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

Amity International School

Jun, 2019

Business/Commerce, General - 80.6%

Coursework: Business Laws, Marketing, Analytics, Finance, Information Technology

- Worked on several apps & webapps and achieved recognitions.
- Developed and collaborated on various business plans in last 2 years.
- Selected as a finalist of a national level business plan competition.

Skills

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

Tools: Adobe Illustrator & Premiere Pro, Canva, Figma, PHP, JavaScript, TypeScript, CSS

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

Aug 2021 [Ongoing]

IE Business School, Spain [Coursera]

Skills: Brand Identity, CX, Advertising, Communication

Volunteer Experience

FlyByWire Simulations

Feb - Aug, 2021

Design & Development Team

- Worked in an open source project (10K+ Users), with TypeScript & React 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
- Led a team of 6 for official college print and digital newsletter for alumni and students