

# Aaryan Kapoor

hi.aaryankapoor@gmail.com // hiaaryan.com

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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, PHP, TypeScript

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

**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 and Tableau.