



# Aaryan Kapoor

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## Education

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**JK Business School (Gurugram University)** **Aug, 2019 - Jul, 2022**  
**Bachelor of Business Administration**

**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

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**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

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**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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**slice** **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.