



GARGI KAPOOR

+91-788-874-5589



gargik282@gmail.com



Ferozepur, Punjab



SUMMARY

Highly motivated and organized College student with excellent communication and multitasking skills, and a proactive problem-solving approach. Adept at Social Media Marketing, SEO, Sales and lead generation. Proficient in utilizing modern office software and tools to enhance efficiency. Eager to learn, adapt, and thrive in a fast-paced professional environment while delivering top-notch assistance to enhance overall team productivity and success.

EDUCATION

Lovely Professional University, Phagwara

MBA in Business Analytics

8.75 CGPA

2022 – Present

Panjab University, Chandigarh

Bachelors Of Commerce (Honours)

73.91%

2019 – 2022

SKILLS

- Excellent organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Campus Recruitment Specialist
- Talent Sourcing
- Superb Presentation skills.
- Microsoft Office 365.
- Canva
- Content Creation
- Report preparation
- Market research & Data Mining
- Social media Marketing
- B2B Acquisition
- Public speaking

CERTIFICATIONS

- Certified Marketing Manager By Vskills
- Certified HR Generalist by Vskills
- Leading; Human Resource Management and Leadership by Macquarie University
- Small Business Marketing by Brad Batesole

INTERNSHIPS

Marketing Intern

Competent Groove | September 2023-present

- Achieved 22K+ impressions on Google Merchant within 3 months, enhancing product visibility and contributing to overall Brand Awareness.
- Conducted impactful keyword research, optimizing website content for maximum visibility and search engine performance..
- Crafted SEO-optimized blogs to boost online visibility and rankings, incorporating strategic keyword research.

Social Media Marketing Intern

Epitome TRC | June 2023-August 2023

- Responsible for handling clients' Social media platforms
- Generated 50 + Brochures/memes/posters/reels for Epitome TRC social media channels
- Contributed to SEO Activities by coming up with 40+ Articles and blogs within a period of 45 days
- Wrote engaging, crisp, and modern content for multiple social media channels.
- Studied emerging social media platforms and features to grow organization's presence on new platforms.

Marketing Intern

Epitome TRC | Jan 2023-April 2023

- successfully onboarded 30+ colleges including top NITs/IITs for Campus recruitment of various Tech and Non-tech Profiles
- Generated 60+ leads for Hiring/empanelment Services
- Responsible for creating and Analysing content on the company's Instagram handle, followed by implementation of strategies that led to a 35.8% increase in engagement rate within a period of 30 days
- Managed phones, triaged emails, and performed social media marketing.
- Collaborated with cross-functional teams to establish alignment and productive communication for marketing initiatives.
- Prepared Excel and PowerPoint slides for use in presentations by marketing teams.

ACHIEVEMENTS

- **VIZ WARS: BATTLE OF DASHBOARDS**

First Runner Up

- **STRATEGY FOR CORPORATE CONTRIBUTION TOWARDS THE ATTAINMENT OF SDGS (SUSTAINABLE DEVELOPMENT GOALS)**

Among the Top 11 Teams

- **LPU GYAN MANTHAN- EUPHORIA EXPLORING YOUNG TALENT**

Scored 96.1 percentile, and Awarded with a study grant of INR 50,000.

Market Research Intern

Browku | July 2021-August 2021

- Translated findings into text documents and created visual deliverables such as charts, and graphs.
- Analyzed data sets to uncover industry, consumer, and brand insights.
- Performed SWOT and PESTEL analysis to determine the company's competitive advantages and market trends
- Mined Data using Extract, Transform, Load (ETL) Technique.