

NIKHIL KUMAR

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Creative and results-oriented professional proven track record of developing and executing successful campaigns that drive brand awareness, engagement, and revenue growth.

WORK EXPERIENCE

► 2023 AUGUST - CURRENT, KRAFTSHALA ACADEMIC COUNSELLOR

- Counseling students who applied for the Marketing course and eventually converting them into students.
- Connecting with 100+ students on a daily basis via Calls, Emails, and WhatsApp.
- Generated 12.5L+ revenue in 4 months of joining.
- 156% target conversion(highest in the team) for two batches consecutively.

► FEB 2022 - JUNE 2022 - GRRIND COFFEE

- Branding, distribution, marketing, promotion, event management
- Sold over products worth over 60,000 in the span of 5 months
- Went to 4 different events representing the brand.

► SEP 2020 - JULY 2021 - ASSIMILATE SOLUTIONS CONSULTANT

- Backend operations work in auditing mortgage information and documentation.

► AUG 2019 - AUG 2020 - CAFETECH MEDIA FREELANCER

- Handling social media for various cafe and YouTube channels.
- Creating content from Canva and social media strategy.
- Cafetechhunt - 20k+ followers on Helo app. 1.52k+ Subscribers on Youtube, 2.31 Lakhs+ views.

INTERNSHIPS

► MAY 2022- JUNE 2022 - EVENTS BY MAKBEL MARKETING INTERN

- Market research of brands and designers
- Visited 1 similar event to interact with 30+ exhibitors to inform them about the company's upcoming event and get contact details
- Research on 70+ Influencers, celebrities, and newspapers

► MAY 2022- JULY 2022 - GROWTHGEAR MARKETING INTERN

- Business Development through social media
- Networking to potential clients and reputation management of the company

► JUNE 2018- JULY 2018 - AMKETTE MARKETING INTERN

- Handling official website's SEO and online presence of the brand for 25+ products.
- Communicating with influencers for campaigns.
- Preparing the budget for Google Ads and Keyword Research.

EDUCATION

2021 - 2023

POST-GRADUATION DIPLOMA IN MANAGEMENT

INSTITUTE OF MARKETING AND
MANAGEMENT, DELHI

2015 - 2019

B.TECH IN COMPUTER SCIENCE AND ENGINEERING

SHARDA UNIVERSITY,
GREATER NOIDA

CERTIFICATIONS

► UI/UX DESIGNING DROPOUT ACADEMY

► THE COMPLETE DIGITAL MARKETING COURSE UDEMY

► FUNDAMENTALS OF DIGITAL MARKETING GOOGLE DIGITAL GARAGE

PERSONAL PROJECTS

- Content creation for YouTube and Instagram - 100+ YT videos, blogs
- Handled an eSports BGMI roster and discord server of members with over 2k members
- Student Coordinator at IMM Leadership Summit 2021
- Coordinator and host for Freshers' 2022 IMM

SKILLS

- Communication and Negotiation
- Consultative Selling
- Content Creation and Blogging
- Target Oriented
- Design Ideation
- Social Media Marketing
- Entrepreneurial Skills
- Influencer Management