

KRITIKA ARORA

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PROFILE SUMMARY

I am a curious, hardworking, and ambitious professional, constantly seeking opportunities to prove my capabilities. With over four years of experience in digital marketing, I am eager to deepen my knowledge and enhance my skills in marketing and retail operations. My drive for continuous learning motivates me to excel and adapt, particularly in the areas of market research and Strategic communication.

PROFESSIONAL SKILL

Analytical Thinking
Creative Thinking
Market Research
Performace Marketing
Account Management
Digital Marketing Strategy
Offline Marketing
Team Management

TECHNICAL SKILL

Adobe Indesign
MS Office
Social Media Data Analysis
Inventory management tools -
Lightspeed
Adobe Premier Pro
MS Office
Hubspot/Mail Chimp
Google Analytics

EDUCATION

Monash University

Masters of Business (Marketing and Supply Chain Management)

2023 - 2025

Nottingham Trent University

Bachelor of Arts, Fashion Media Communication

2015 - 2019

Delhi University

Bachelor of Arts, English Honours

2015 - 2018

University of Arts London

Summer Study Abroad, Communication For PR And Advertising,

July. 2017

WORK EXPERIENCE

XGIMI Australia and New Zealand

January, 2024 - Current

Marketing Associate

Xgimi, Australia's leading provider of advanced projectors, has been delivering high-quality, innovative portable and outdoor projection solutions for over a decade.

- Strategized and executed digital marketing campaigns from the ground up, achieving a 900% boost in social media engagement through effective content management, including creating and managing reels/videos for social media platforms.
- Led product launches and event coordination, significantly increasing customer engagement and sales across multiple platforms, including integrating WooCommerce for streamlined online sales management.
- Proficient in using advanced tools such as Lightspeed and HubSpot for CRM, and Meta Business Suite, optimizing campaigns for peak performance. Additionally, skilled in managing content with WordPress.
- Collaborated closely with agencies in China and New Zealand for new product launches, while simultaneously working with marketing agencies on influencer collaborations, media buying, ad creation, and testing on digital platforms. Enhanced product visibility using targeted tags and effective SEO strategies.

Select and Switch, Melbourne

December, 2023 – January 2024

Sales Consultant (Part-time)

Australia's leading and most trusted energy comparison platforms to find a better energy offer for home or business owners.

- Managed the entire sales cycle from lead generation through to deal closing, consistently ensuring high levels of customer satisfaction and retention.
- Leveraged CRM tools to meticulously track customer interactions, craft tailored proposals, and enhance client relationships through data-driven insights.
- Employed advanced analytics to refine sales strategies and optimize conversion rates, demonstrating a strong proficiency in utilizing data to drive sales performance.

Repindia, New Delhi

May, 2019 – May, 2023

Assissant Account Manager, Business and Client Strategy (Full- Time)

Repindia is one of the leading independent marketing agency in New Delhi. The company have expertise in CRM, social media, website marketing and serving some of the biggest brands for past 10+ years.

- Led 360-degree digital marketing campaigns for high-profile brands, covering sectors like fashion, consumer electronics, and healthcare. Brands worked with Adani, Fabindia, Amazon miniTV, Fortis Healthcare, PVR Cinemas, Havells to new few. Developed skills for project management.
- Managed a team of 4 executives, executing data-driven marketing strategies to optimise ROI and achieve campaign success.
- Engaged in business development activities, identifying new market opportunities and fostering strategic partnerships to drive business growth and expand the client base.
- Conducted in-depth market research to understand industry trends and consumer behaviours, enabling the development of targeted marketing strategies tailored for pitches to both existing clients and new potential prospects.
- Used tools like google analytics, SEMrush, hootsuire, sprout social, wordpress, HubSpot, Zoho, Monday.com Canva, Mailchimp, Tableau, SSPS, Meta Metrics , Qualtrics, SAS customer intelligence, Brandwatch etc
- Produced weekly and monthly client reports, content calendars, and campaign performance analysis reports, highlighting data analysis, media planning, financial management and reporting skills.

Zed Zippers, New Delhi

May, 2022 – July 2023

Marketing and Retailing Associate (Part time, Family Business)

A family run business in new delhi since 1960 and fcuses on trading and manufacturing for fashion accessories, fasteners and cloth.

- Generated new business and expanded brand visibility through proactive digital marketing initiatives, enhancing presence on social media platforms and company websites.
- Cultivated and retained robust client relationships, driving market expansion both domestically and internationally through strategic account management.
- Developed and maintained websites, brand assets, and marketing collateral, transitioning the brand towards a more digital-savvy approach.
- Implemented innovative solutions such as RFID tags for inventory management and established partnerships with third-party online vendors to enhance operational efficiencies and broaden market reac

Vasansi Jaipur, Jaipur

January, 2019 – May, 2019

Branding and PR Associate (Part-time)

Vasani Jaipur is a ethic and fusion Indian clothing brand which focuses on sustainability and promotes traditional Indian handicraft techniques.

- Developed and revamped brand collateral and digital content, enhancing the visibility of the brand through strategic PR and marketing efforts.
- Played a key role in client engagement during trade shows, contributing to increased brand recognition and sales.

OTHER WORK EXPERIENCE

Monash Graduate Association, Melbourne

January, 2024 – Current

Coursework Education officer and Caulfield Campus Representative

MGA is independent, non profit student governed body which represents Monash research and coursework graduates across Victorian campuses.

- Organized academic workshops and events to enhance student engagement and support, including conducting focus groups and surveys for market research using tools like Qualtrics and SurveyMonkey.
- Collaborated with university departments to utilize student feedback for curriculum enhancements and support initiatives.
- Advocated for the diverse needs of graduate students, ensuring their voices are heard in policy and resource discussions.
- Played a key role in monthly committee meetings to determine strategic direction, fund allocation, and community engagement efforts to foster an inclusive and supportive academic environment.

INTERNSHIP EXPERIENCE

NDTV Good Times, New Delhi

January, 2018– April, 2018

Graphic Design and Social Media Internship

Apparel Resources, New Delhi

June, 2017– August 2017

Content and Graphic Design Internship

Talk Studio– Amazon Fashion Week, New Delhi

August, 2017– August 2017

Photographer and Content Intern

NDTV MindRock New Delhi

June, 2016– August 2016

Event Managment Intern

VOLUNTEERING

- AIESEC | 2020 – 2021 | Delhi IIT | Social Development
- Photography Society | 2015 –2019 | Three Sixty Degree Shots | Pearl Academy, New Delhi

AWARDS AND ACHIEVEMENT

- Pearl Academy Excellence Award 2019
- Work displayed in Amazon India Fashion Week, A/W 2018

COURSES AND CERTIFICATE

- Inside LVMH Certificate – creation & branding; operation and Supply chain
- Semrush SEO Crash Course with Brian Dean
- Brand Management: Aligning Business, Brand and Behaviour | University of London
- Sustainable Fashion | Copenhagen Business School
- Management of Fashion and Luxury Companies | Università Bocconi
- Fashion Systems | Parsons School of Design, The New School
- IBM Data Science Orientation
- Google Data Analytics Foundation
- Google Analytics For Beginners
- Google Professional Certificate for Analytics

REFERENCES

Available on request