

MARKETING PROFESSIONAL

*nikhita sejal*

PORTFOLIO

2021

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Nice to meet you!

I'M NIKHITA.

### ABOUT ME

With over 5 years of Digital Marketing experience focussing on Digital Marketing, I have a successful record of producing strategic and engaging social media content that drives traffic, increases engagement and generates leads.

I'm highly analytical, creative, knowledge thirsty, and driven with a passionate and innovative approach.

### SKILLS

Branding and Strategy, Content Creation, Social Media Marketing, Content Writing, Photography



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# Social Media Strategy

The content you post on social media has the power to turn your brand into a household name and your followers into fans.

The aim is not to show up on every platform, and post meaningless content which is not relevant to your audience. You have to stand out, by identifying specific goals, creating valuable posts and stories that align with those goals, and ensuring that the content you create is featured on the right platforms.

But don't forget, you have to stop and measure your results to constantly refine your strategy.

# Alu Splash

As the Social Media Manager for AluSplash global Instagram account, my goal was to understand who the audience was, what kind of content would perform the highest, and grow overall engagement and following.

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Increased engagement on IG by **+76%**

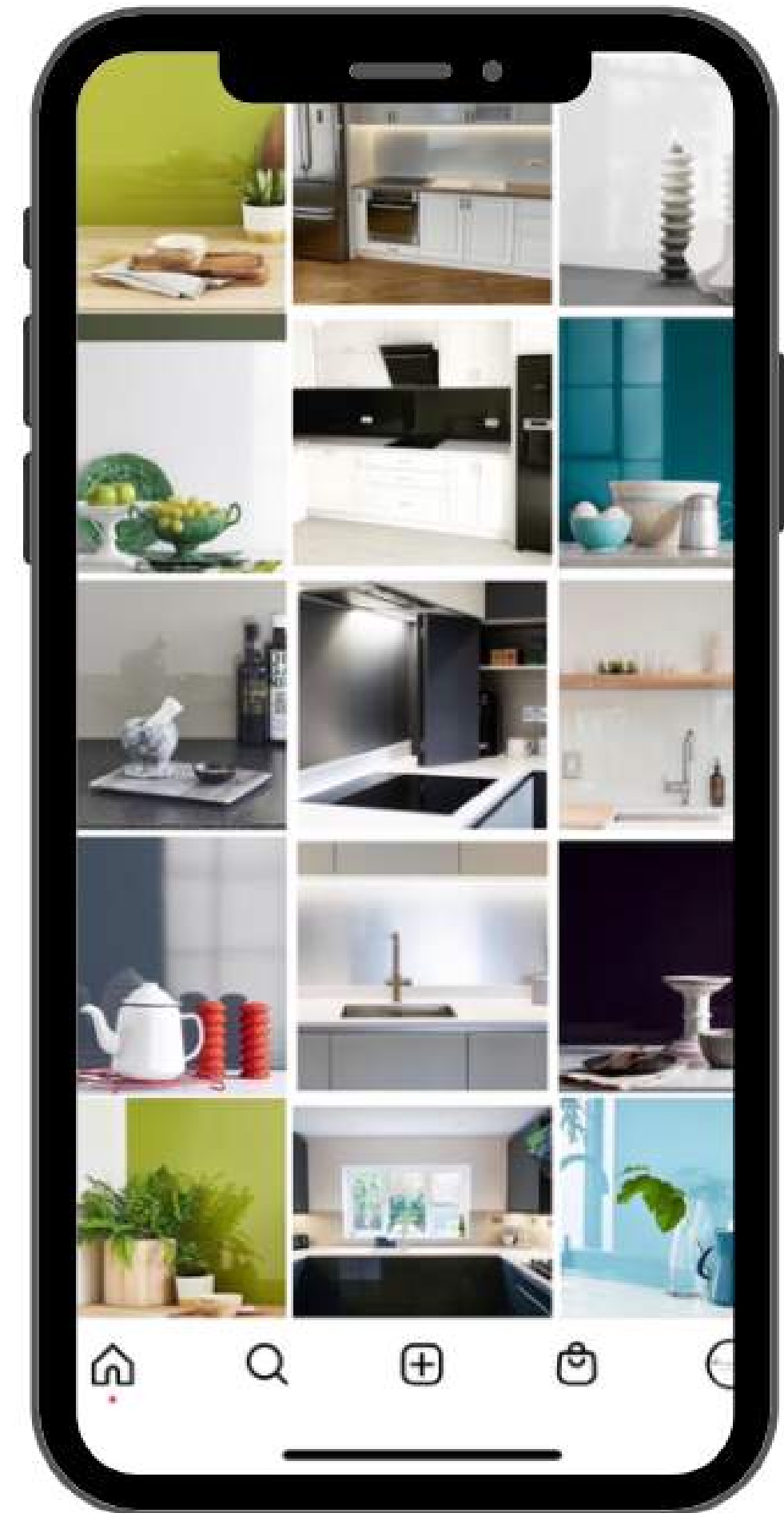
Increased following on IG by **+2k**  
(in 6 months).



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# Strategy

- Analyzing the best and worst performing content over the past 6 months and identifying common factors.
- Analyzing the current audience, and gathering insights on how to increase the audience.
- Creating new content for the social media platforms.
- Collaborating with international influencers for more targeted content creation.
- Product seeding and Influencer strategy to expand audience.
- Increase in likes, comments by utilising trigger algorithm changes.
- Developed a user-generated content strategy focused on leveraging mentions, connecting and sharing customer photos.



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# Results

- + 23% In profile views (9 months)
- +179% In engagement - (10 months)
- + 25% In Instagram followers (9 months)
- +10% Facebook Page Fans
- +85% Facebook engagement total
- +15% Facebook engagement rate by reach

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# Web Design & SEO

Some may say I am obsessed with making brands visible, using my expertise in design and branding to fuel this obsession.

To make your brand visible everywhere, The process of redesigning the web experience for any brand or company includes understanding the customer journey and user experience.

The main goals associated with improving web design and SEO processes, is to ensure websites have informative content with keywords targeting the industry the company/brand is a part of and to generate brand awareness to support sales. This includes a specific process to ensure the website converts visitors to customers.

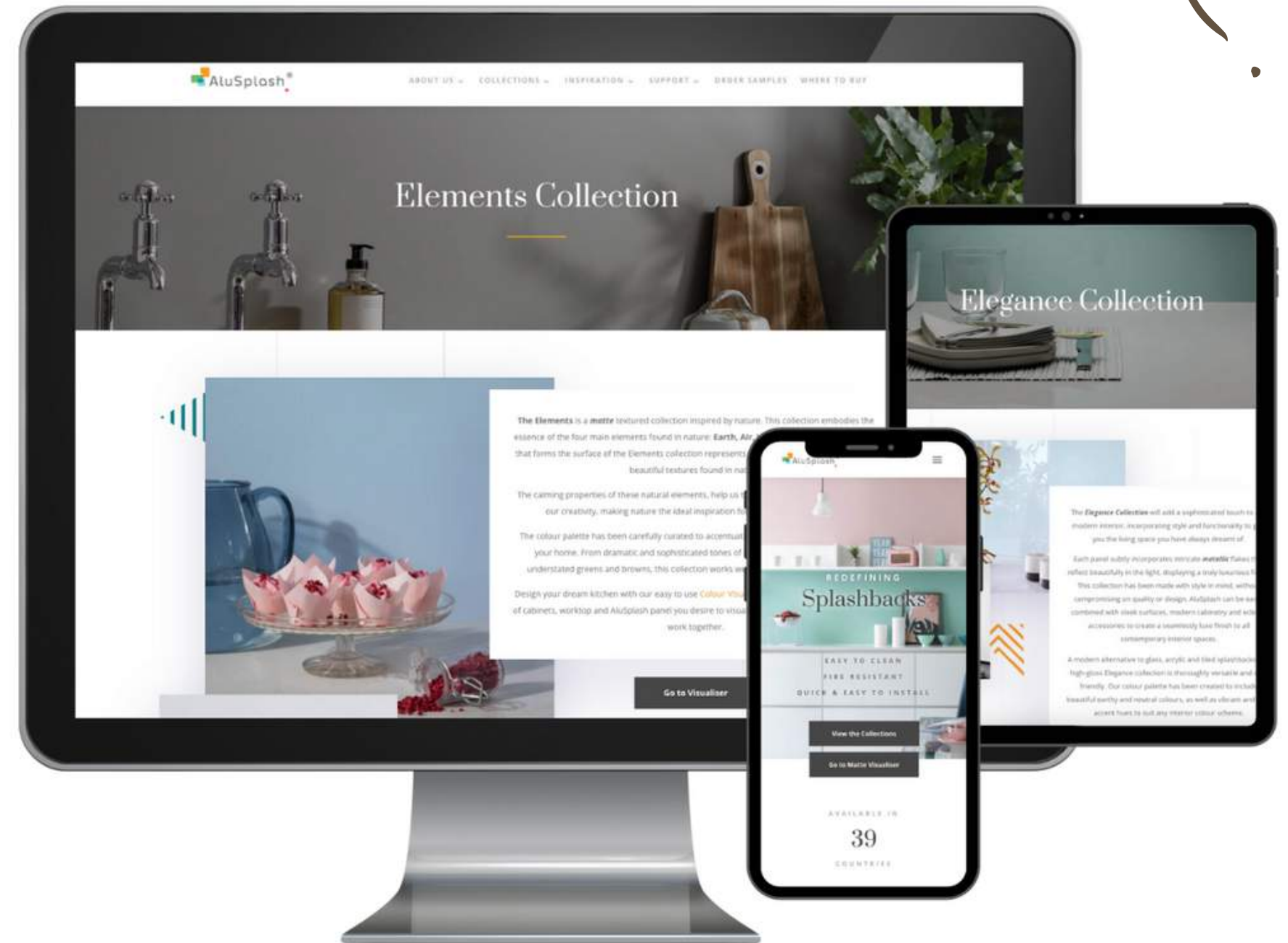
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# Strategy

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The goal was to develop an informative website to generate brand awareness and support the B2B distributors' sales.

- The website aims to help end-consumers understand the product.
- The creation of a sample request form, for visitors to order free samples to see the real colours and material
- The development of an AI generated Kitchen Visualiser to create an 'at-home' experience.
- Identify crucial touch points that can make or break customer satisfaction;
- Craft the website to be customer-centric.
- A keyword strategy to rank on the first page of Google, combining quality content and an improved site structure.



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# Results

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+ 60%

Increased organic monthly traffic (12 months)

-94%

Decreased Bounce Rate from 36% to 2% in 4 months

+ 300%

Session duration increased to 4 minutes per session

+41%

Increase in Web Sessions

+71%

Increase in new leads

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# Marketing Campaigns

Marketing campaigns are effective in building a brand image, gaining brand awareness, introducing a new product and increasing sales.

Depending on the goals you have in mind, you can effectively create short-term or long-term campaigns to fulfil an effective marketing campaign strategy.

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# Strategy

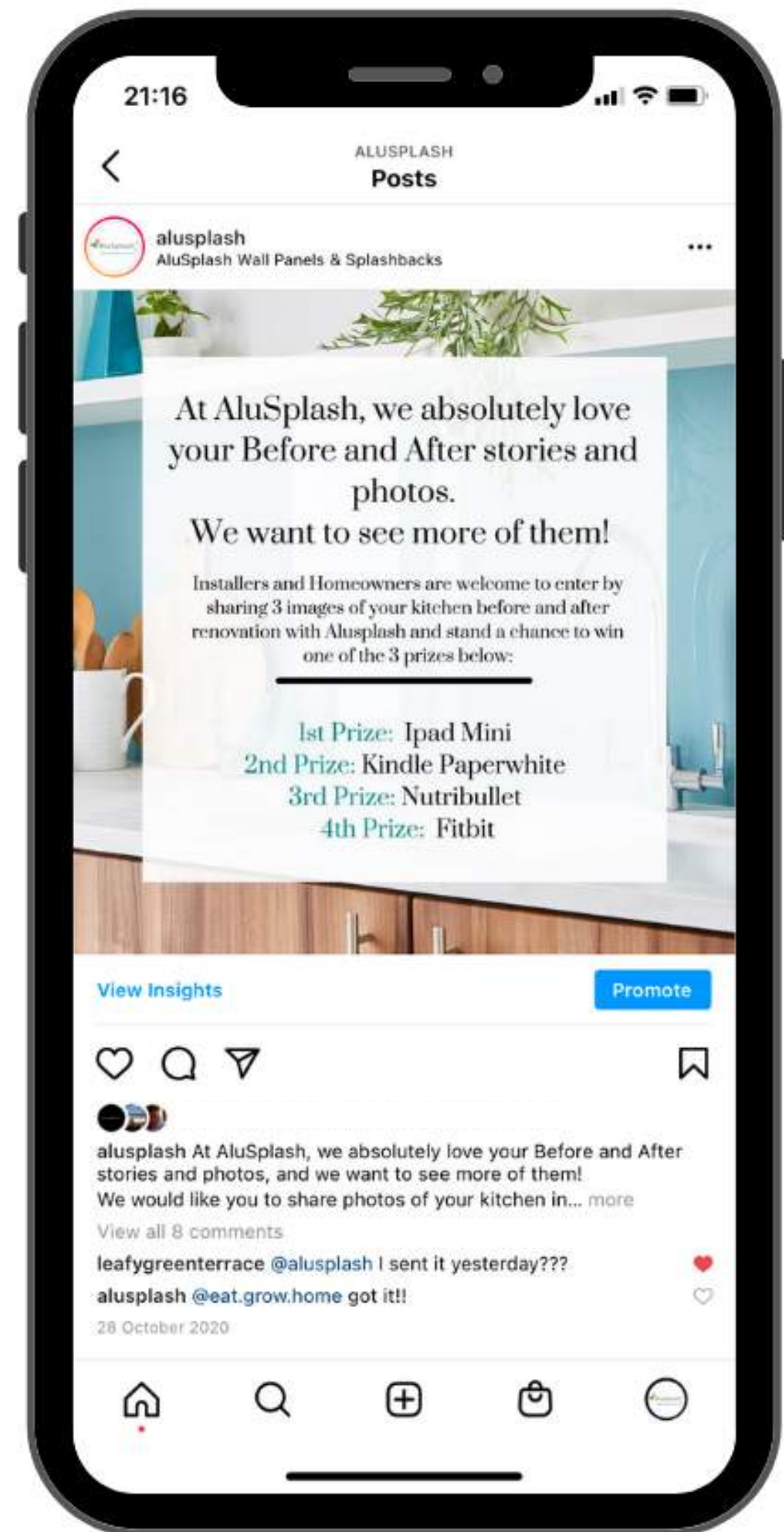
With the launch of a new collection, it was important to showcase the benefits of the new finishes available and the colour inspiration which was a new addition to the company portfolio after 5 years.

It was imperative that the marketing campaign was punchy – showcasing features, colours and eye-catching photography to lure customers into considering the newly launched collection.

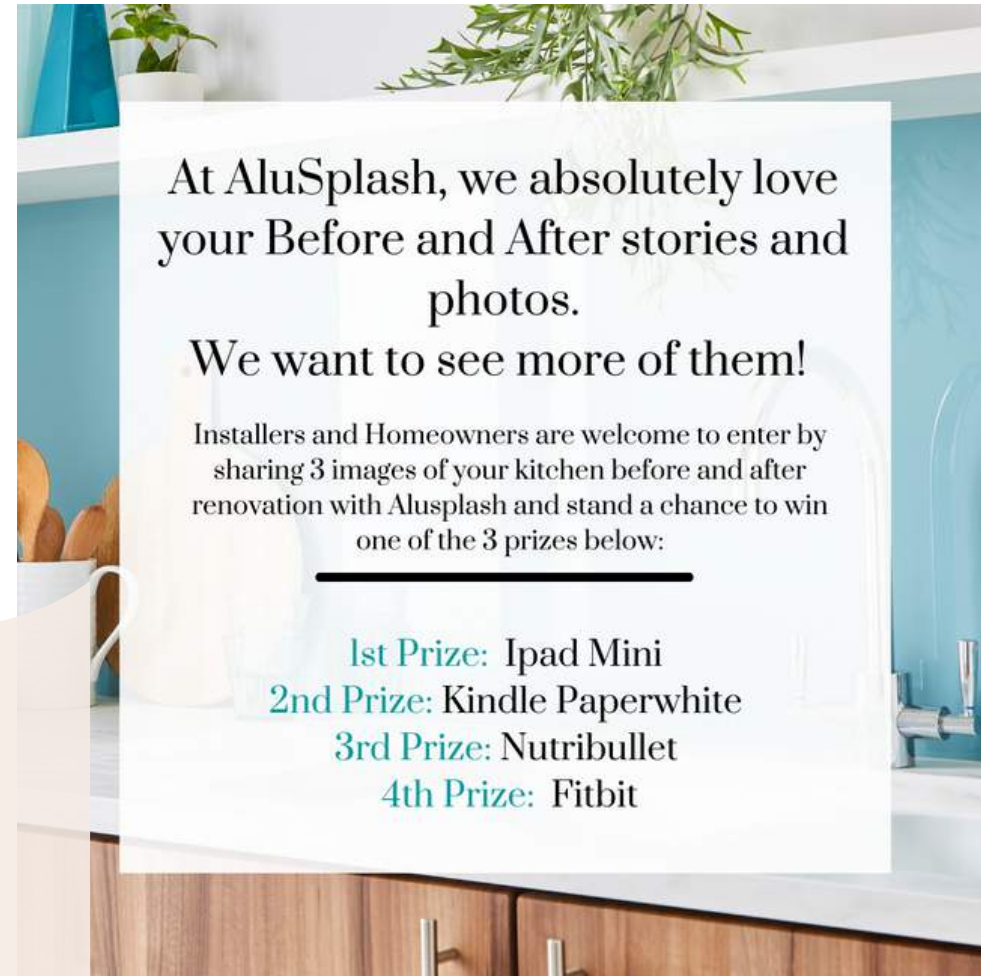
WINS

+54.5% increased IG Engagement

+124.4% increase in IG profile viewers in 2021 vs  
the previous year campaign in 2020



# Campaign Launch



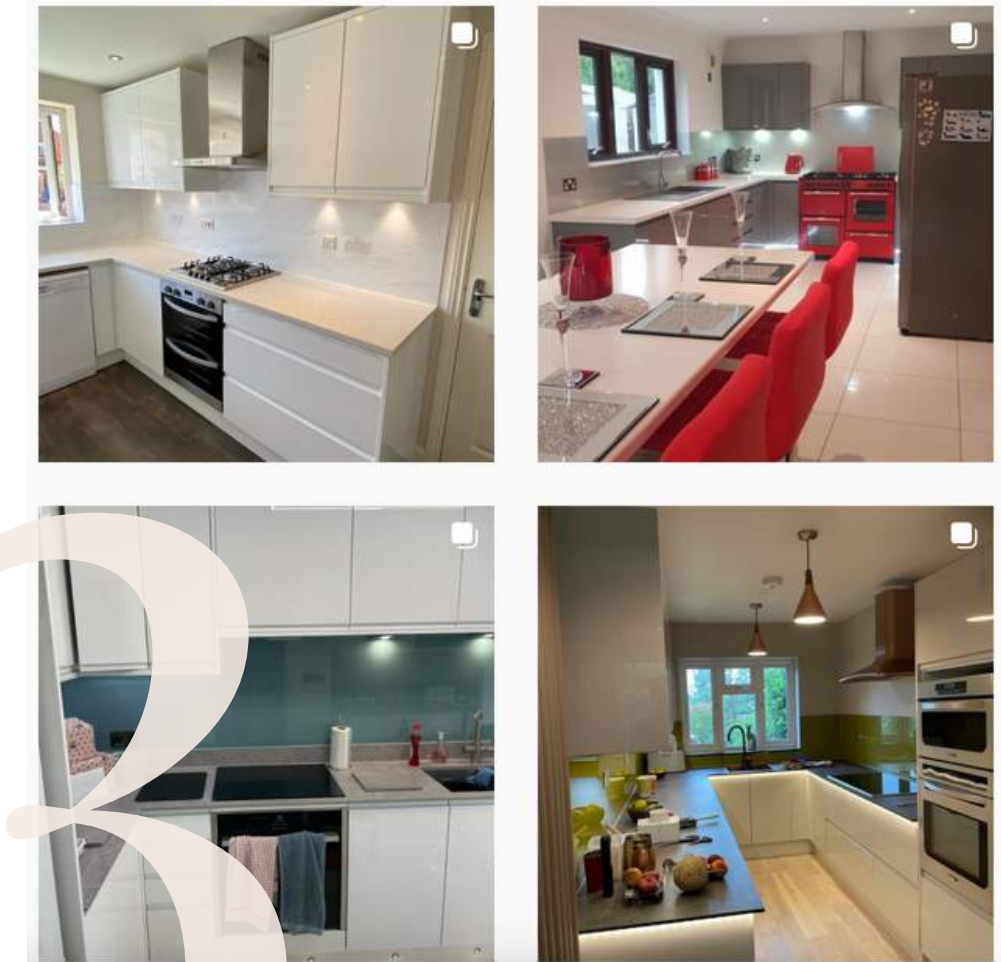
This campaign was launched so that customers could share photos of the product installed in their home.

We then launched a 'win' competition for photo's shared on social media, using a specific hashtag where all homeowners photos can be gathered, to create their very own gallery.



Bonus entries would be considered if they styled their kitchen.

Regular content of styling tips and ideas on the IG Feed to encourage viewers to keep being active on social media promoting the campaign.



We created a poll to vote for the most liked images.

Designed an AD from homeowners kitchen photos with features, for promotion on Social Platforms.

# Results

+ 102%

New Instagram followers in 7 days

+33%

Views of Campaign Video in 5 months

+ 37.8%

Instagram followers viewed our IG profile in 2021 vs 17.2% in 2020

+41%

of followers were reached by our posts in 2021 vs 23% in 2020

+56%

of followers saw the stories in 2021 vs 23.3% in 2020

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Brand  
Management

Your brand has approximately 17 seconds to make an impression on your audience. I have had the opportunity to work with various brands, to create Brand Guidelines to build a cohesive brand identity along with basic guidelines that can be applied to their various online and offline marketing collaterals.

It is essential for branding to remain clean and on trend, with a cohesive colour palette that would compliment any corresponding content created.

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# Strategy<sup>14</sup>

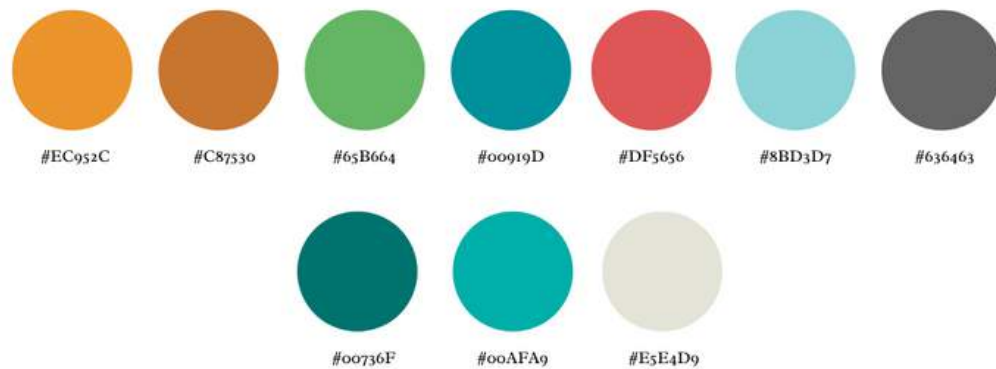
## LOGO



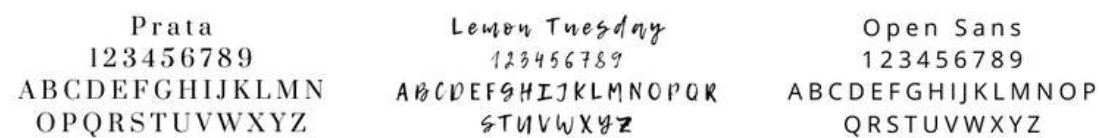
## SUBMARKS



## COLOURS



## FONTS

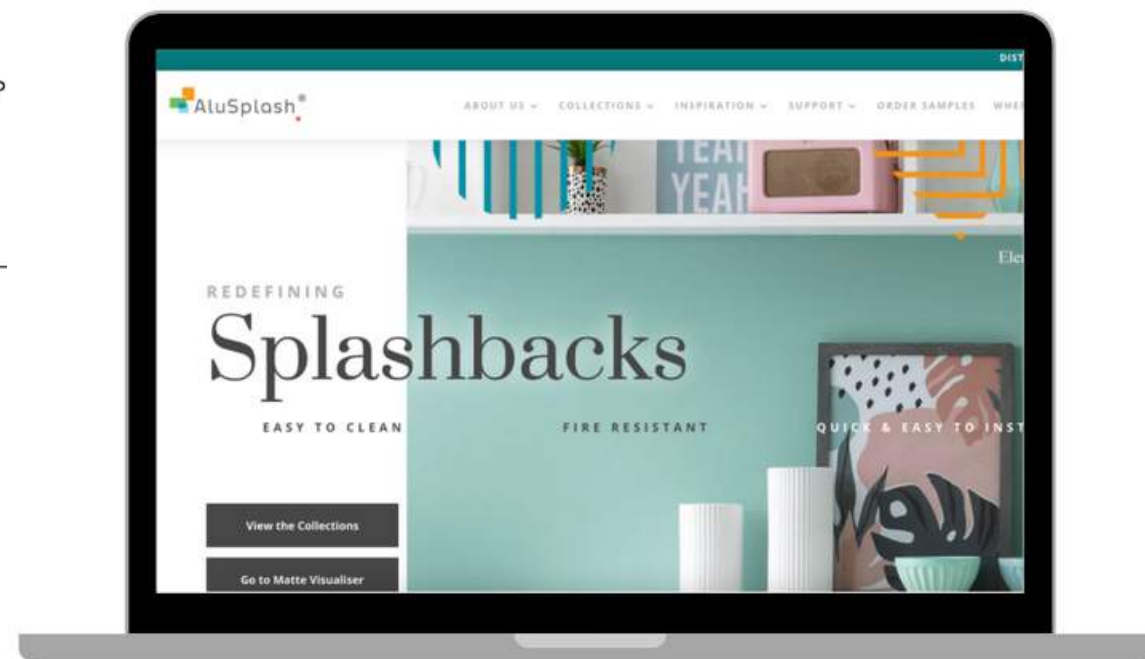


## PATTERNS



- To position the brand as a leader in their industry, and connect with the target audience.
- To create a cohesive brand identity along with guidelines on how to apply the branding on various digital platforms.
- Design essential branding foundations that will allow the company/brand to provide clarity in all online and offline marketing collaterals.

- Design an identifiable main logo, with sub-marks.
- Develop a font suite with a inspirational mood board to be used for branding brainstorming.
- A colour palette associated with the brand, based on a branding clarity questionnaire.



# Graphic Design & Content Creation

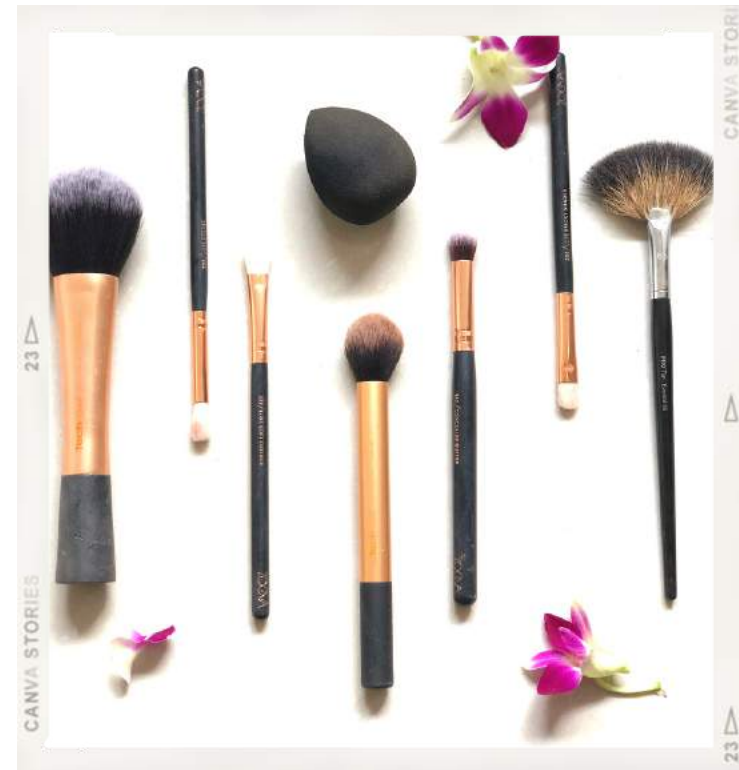
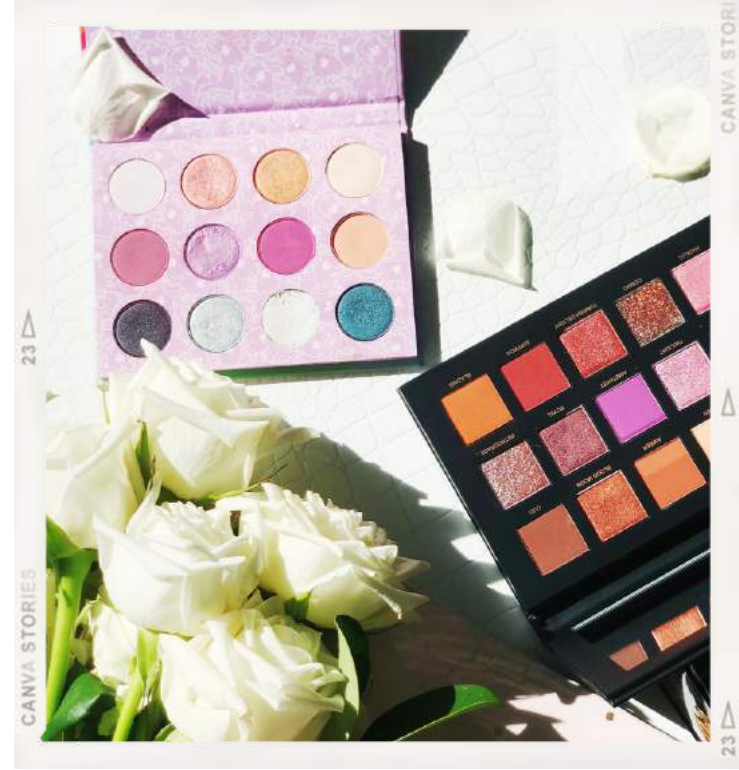
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Marketing campaigns can be designed with different goals in mind, including building a brand image, introducing a new product, increasing sales of a product already on the market, or even reducing the impact of negative news.

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# Photography



# Printed Brochures



# Printed Collaterals



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# Content Writing

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## Clara and Nick's Kitchen Transformation Journey

FEB 9, 2021 | INSPIRATION | 0 COMMENTS

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In Conversation With @dustandbricks

AluSplash is thrilled to feature yet another kitchen transformation journey from [@dustandbricks](#). They had a chat with us about the ideas that drove their interior decor choices and the inspiration behind the renovations. Read on to find out more about how they incorporated AluSplash into their brand new kitchen design!

**Tell us a bit about yourself?**

Hi! We are Clara and Nick. Clara is a school teacher, and I work as a university lecturer. We moved into our cosy 3-bedroom semi just about 18 months ago, and started our renovation journey shortly after that.

**Why did you choose to renovate your kitchen?**

Well the whole house was basically in a time warp! The overall design and look was completely stuck in the 1970s, and it even still had the original electrical fittings from when the house was built in the 1930s! On top of that, the house had been standing empty for about 4 years before we bought it, so the whole place definitely needed gutting and putting back together.

**What inspired you to start sharing your kitchen transformation journey on social media?**

The original idea behind it was that we just wanted a way to document our renovation journey, and have all our pictures in one place. We thought it would also be a cool way to share what was happening with friends and family, but we certainly never expected that thousands of other people would be so interested in this journey too!

CLARA & NICK  
@dustandbricks

“AluSplash came in a whole range of colours that we loved, it's incredibly durable, and so easy to fit. It became the perfect choice in so many ways!”

AluSplash®

Refresh Your Home For 2021

The truth is, without that touch of personality, a home simply never quite becomes a home.

Which is why, in 2021, with people having spent more time in their homes than ever before, the value of having space where we are surrounded by things that makes us happy has become a design priority for so many.

AluSplash Signature Collection - [View More](#)

2021 will probably still have us all at home a bit more than we'd like, but that's exactly why making your living space just a bit more comfortable, and reflective of who you are, is [important](#) in the coming months.

Happy New Year and Happy Decorating!

**Get Creative**

Secret of success already discovered, decor websites and Instagram posts on social media can spark unstoppered creativity within us.

Take this time to add or create new inspiration boards on Pinterest for your home ideas.

Search for home styles that appeal to you, or simply pick up an old magazine or newspapers and cut out pictures that inspire you.

[Learn More](#)

**Interior Decor Trends for 2021**

We have entered a new year, optimistic for a better year and so we believe the best way to start the year is to throw out the old and welcome the new!

[AluSplash](#) is our perfect source of the exciting new interior trends that are getting so excited for 2021.

[Read More](#)

**Influencer Collaboration**

We had an exciting opportunity to collaborate with Clara and her husband Nick's Instagram page. This powerful couple renovated their kitchen from scratch and were the first couple in the UK to launch our new aluminium collection in their home.

Clara has a wonderful [Instagram page](#) where she shares her beautiful decorated interior home. Through the [Dust and Bricks](#) channel, her kitchen renovation worked beautifully with the rest of her decor.

[Learn More](#)

**Installer of the month**

It has been a long time since we saw one of our [customers](#) wonderful installations.

This kitchen renovation was the last for Gus in 2020, and he has done a remarkable job in always using our stunning splashback in [Crystal Blue](#). Crisp lines, beautiful tiles and a stunning outcome.

Gus is based in Enkise, Scotland.

[Learn More](#)

WAS THIS EMAIL USEFUL?

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## Five Ways To Create An Instagrammable Kitchen

APR 15, 2021 | INSPIRATION

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If it isn't on the 'gram, it didn't happen. The kitchen is a place where your favourite meals are whipped up, and where all your cooking ideas are brought to life – for better or for worse! So a space that is bound to be featured heavily in both your real and Insta life deserves to be elevated to picture-perfect status. These are our favourite ideas for a visually stunning Insta-ready kitchen!

**Bold Colour**

Using bold hues in your kitchen is a great way to create contrast for those perfect Instagram pictures. One of the most sought-after and enduring trends for kitchens are [deep greens and blues](#) that complement white or lighter-coloured countertops. If you like more vibrant colours, then by all means, go bolder with cabinetry in shades of yellow, orange or even purple!

If your personal style is a bit more eccentric, then brightly patterned tiles for your kitchen walls can really make a statement. Moroccan tiles for example, are a fun way to express your personality, which can be paired beautifully with more subdued cabinetry in white, beige, grey or black. Alternatively, AluSplash splashback panels also come in a variety of colours and [collections](#) that add that dash of vibrancy, and easily complement any kitchen space.

**Creative Material Choices**

Choosing unique materials and textures when decorating your interior with accessories is a great way to give your kitchen a designer's flair.

Copper, for example, is an extraordinarily warm metal that can enhance any kitchen. Hang copper pots, pans, and other cookware for a chef's kitchen vibe, and watch how the material catches and distributes light in the prettiest way! Other materials include [wooden or marble countertops](#), which can change the atmosphere in your kitchen completely!

**Open Shelving**

[Open shelving](#) is a gutsy look to go for, and looks absolutely beautiful in pictures! It makes your kitchen look perfectly lived-in and allows you to be a lot more minimalist with your kitchen needs. Wooden shelves are a big hit, and can complement almost any range of cookware. Just remember that the look here is effortless sophistication – so avoid too many mismatched accessories in an open-shelving kitchen, or they'll stand out like a sore thumb!

**Flooring**

Flooring is often overlooked when it comes to kitchen renovations, but getting the flooring right can often change the entire look of your kitchen. If you're in the midst of a full renovation, consider redoing your floors as well.

Lighter, textured floors can really [help open up a smaller kitchen](#). Another trick is having flooring that merges seamlessly with the other spaces in your home, creating the illusion of your kitchen being bigger than it is. There are also luxury materials you can look into that could create a sense of opulence in any kitchen space.

**Lighting**

The right lighting truly can transform a kitchen. One of the trendiest kitchen décor looks are pendant lights. These low-hanging, warm lights are statement pieces on their own, and make a kitchen feel instantly cosy and warm. Hang them above your kitchen island or breakfast bar to act as a centerpiece for the entire space, and a focal point for your pictures. For those funkier home cooks, neon lights are an incredibly fun way of making your kitchen feel like a diner from the 1950s. Bright pink or red neon signs to suit your vibe, and you even have the option of creating your very own unique sign!

The value of natural lighting in the kitchen can't be overstated. Having big broad windows in the kitchen do wonders for changing the look of a space, and make for the most beautiful pictures, especially during golden hour!

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# Testimonials

Stefania Croci

Marketing Professional

She has a creative eye and has great knowledge of the customer and what is required to build and sustain a suitable customer journey. She is hardworking and passionate about creating outstanding work.

Chris Harris

Director of Education

Nikhita must have had the skill 'herder of cats' on her Job Description because she was assigned me after I showed interest in her firm's financial product. Uncharacteristically, I believe I missed an appointment and its replacement because of a chaotic schedule that should not be dignified with explanation, but Nikhita was at all times understanding and helpful. When I did finally decipher how to work the Calendar on my Smartphone, we did meet I was impressed that Nikhita recognised me and I noticed she had taken her time to do some research. In terms of creating a first impression on clients, Nikhita makes an outstanding ambassador

Linda Le

Trainer, Coach, Consultant

I've had the pleasure of working with Nikhita on a number of client events and marketing initiatives in Singapore. Nikhita has excellent problem solving and organisational skills, the ability to work in high-pressured environments and timelines, all the while ensuring the overall smooth running each event. She has a cheerful and bubbly personality which helps make attendees and delegates feel welcomed and comfortable. She is highly personable and invaluable in both creative and people-facing positions.





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