



MARKETING & BRANDING PROFESSIONAL

NIKHITA SEJPAL

GET IN TOUCH

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EDUCATION

2020 - 2021 • Chartered Institute of Marketing
Level 6 Double Diploma in Professional Marketing and Digital Marketing with Merit (BA Equivalent)

2011 - 2014 • University of Hertfordshire
First Class BA (Hons) Contemporary Applied Arts

Languages • English (Native), Hindi (Fluent), Gujarati (Fluent), French (Beginner)

CERTIFICATIONS

2022 • **Hubspot** SEO Certification

2021 • **Hubspot** Inbound Marketing Inbound Sales

2021 • **Chartered Institute of Marketing (CIM)** Level 6 Diploma with Merit - Innovation in Marketing, The Digital Customer Experience, Digital Optimisation, Marketing & Digital Strategy

2020 • Chartered Institute of Marketing Associate Chartered Marketer

2018 • **Google Digital Garage** Fundamentals in Digital Marketing

SKILLS

- Wordpress
- Mailchimp
- Facebook & Instagram Ads
- SEMrush / Ahrefs
- Yoast
- Content Writing
- SEO / SEM / PPC
- Adobe Photoshop & Illustrator
- Canva
- Google (Analytics, Business, Adwords, Keyword Planner)
- Salesforce

EXPERIENCE

2023- Present **Ogilvy Singapore** Marketing Manager, Singapore and Malaysia

- Responsible for creating written content, editing research reports, and producing thought leadership articles, email newsletters, press releases, case studies, and social media posts.
- Executed and managed digital campaigns in sectors spanning across Advertiser/Brand, Market Ad tech space, media agency, and Direct to consumer business.
- Possess excellent proficiency in a spectrum of digital media channels, including social media (achieved a 20% increase in follower growth)
- Led the planning and execution of comprehensive digital campaigns, showcasing proficiency across key digital pillars such as search, social, video, programmatic, website, be-spoke solutions, and influencer collaborations.
- Showcased strong leadership skills within the dynamic advertising environment, successfully leading change initiatives and fostering innovation to stay ahead of industry trends - Designed and launched 'The Borderless Podcast'
- Proven ability to collaborate seamlessly both internally and externally across regions and functions, fostering strong relationships with team members. Achieved a 30% improvement in cross-functional collaboration, resulting in more integrated and effective digital media campaigns.

2020 - 2022 **AluLines International Pte Ltd, Singapore** Marketing Manager

- Managed \$100k annual budget, quarterly strategic planning, and forecasting.
- Led multiple successful Campaigns, increasing social media engagement by 150%, target audience by 50%, and brand position by 30% across Facebook and Instagram.
- Improved average CTR for keywords from 15% to 40% & bounce rate/website time by 50% through successful SEO keyword strategies.
- Project managed and launched a new website for the sister company, increasing site visits by 53%.
- Manage KPI forecasting and identification of key metrics drivers, and marketing spend allocation & efficacy.
- Negotiated new contracts with vendors, saving \$30K for the marketing budget.
- Planning of 360 marketing campaigns and branding strategies
- Market analysis - identify consumer and market knowledge gaps, monitor market growth or competitor threats, and inform go-to-market plans and tactics.
- Raised open email rates from 12% to 35% on MailChimp by implementing title optimisations and dynamic content.
- Managing PR agencies, and other key media partners, to develop plans that help to gain market share, positive brand attributes, and sales growth.

INTEREST & HOBBIES

Traveling, Reading, Fitness, Art, Interior Design, Belly Dance, Skincare and Self Care.

2018 - 2020 AluLines International Pte Ltd, Singapore
Marketing Executive & Business Development

- Managed the planning, development and execution of content programming for the Brand's social channels, with a budget of \$5000 and extensively used data to drive efficiencies for performance marketing
- Successfully launched 2 new product categories, which delivered orders 20% higher in value than the companies average first sales order.
- Created an e-commerce strategy for the business ready for implementation.
- On boarded 3 new European Clients and handled 3 major SEA distribution accounts
- Managed digital marketing strategies across a markets (local and overseas)

2016 - 2018 Global Financial Consultants, Singapore
Business Development Manager & Marketing Assistant

- Increased fundraising revenue for 2016 event by 70% over previous year and surpassing the set goal.
- Increased client revenue by 20% through brand optimisation, events and networking.
- Increased the number of clients under management by 35% in the first year (2016).
- Won Best Business Development of the Year Award (2016)

2007 - 2016 John Lewis, UK
Customer Service Manager

- Marketing and promotion of the International Currency Bureau in its first year, reaching >\$1M in revenue.
- Working with the Sales team to ensure sales activities integrate with marketing plans, creating a seamless brand experience and maximising marketing ROI.
- Consistently increased add on sales for the department by 75%, including multi-channel shopping to ensure customer satisfaction.
- Trained and mentored staff members to achieve sales targets and management status.
- Supported management team to develop sales forecasts and budgets with the roll-out of the multi-channel online platform in store and online.

ADDITIONAL EXPERIENCE

2018 - Present Tutoroo, Singapore
Language Assistant (English)

- Tutored Japanese and Chinese adult students on pronunciation and vocabulary
- Tutored 2 Chinese child students on pronunciation and execution

2021- 2022 AWARE, Singapore
Volunteer

- Worked on a 200 page Omnibus report on Gender Equality in Singapore
- Designed and published image carousel posts for Instagram
- Designed and created Brand Guidelines for the company

2021- 2022 Twenty20 Systems, USA (FREELANCE - Remote)
Head of Digital Marketing

- Project management of marketing activities across USA and India
- Implementation of a digital marketing strategy aimed towards maximising brand awareness and increasing customer base.
- Budget allocation and management for marketing expenses and campaigns
- Redesign and SEO implementation on the company website
- Leading campaigns on LinkedIn for increased awareness and lead generation

2006 - 2009 Kumon, UK
Teaching Assistant (Maths & English)