

Marketing and Branding Professional

NIKHITA SEJPAL

Results-driven marketing and communications professional focused on growth strategies that drive business results. Expert in building relationships, analyzing market trends, and implementing innovative solutions to enhance brand visibility. Successfully led campaigns that boosted brand engagement by over 60% organically. Strong client-facing experience and attention to detail, ensuring successful project delivery and stakeholder satisfaction.



EXPERIENCE

2024 - Present · Ogilvy Singapore, Senior Marketing & Communications Manager, Singapore & Malaysia

- Defined **influencer strategies** aligned with brand objectives, increasing brand visibility by 45% through influencer partnerships.
- Contributed to the strategic direction and creative ideation of influencer campaigns, developing comprehensive content and platform plans for maximum audience engagement. Clients include Mondelez and Verizon.
- Generated 30% more leads through targeted campaigns and influencer collaborations
- Implemented **strategic direction** and creative ideation for influencer campaigns, maximizing audience reach by 40% for Unilever brand, Vaseline.
- Worked as a Senior Account Manager as the key liaison between clients and creative teams, ensuring smooth communication and timely delivery of projects for the Unilever brand, Clear.
- Focused on driving client satisfaction, **optimizing brand performance**, and building client relationships.
- Collaborated with internal teams to develop innovative strategies to meet client needs and exceed expectations.
- Organically grew LinkedIn following by 70% in 12 months through improved **content strategy**.
- Worked with cross-functional teams to develop and **manage channel strategies**, plans, and budgets in alignment with campaign goals.
- Created channel-specific marketing materials using strong copywriting and design principles to elevate brand messaging.
- **Analyzed channel performance data** to identify trends and drive strategic adjustments.
- Directed and executed social media strategy, boosting engagement by 50%.

2023 - 2024 · Ogilvy Singapore, Marketing Manager, Singapore & Malaysia

- Executed strategic marketing initiatives to drive **business growth** and achieve key objectives, contributing to the win of 5 new client accounts.
- Produced impactful internal communications and thought leadership content while managing **multi-channel campaigns** to enhance brand visibility.
- Achieved 30%+ organic growth on Instagram through targeted digital media strategies.
- Launched LinkedIn page and optimized campaigns, resulting in a 200% follower growth within the first 12 months.
- Led comprehensive digital campaigns within timelines and budget constraints, collaborating with executive leadership for integrated messaging.
- Conducted **market research** to identify consumer trends and organized **growth events** to capitalize on new business opportunities, communicating opportunities to build the business for particular clients.
- Spearheaded Learning and Development initiatives, including launching the Ogilvy Singapore Podcast, boosting internal engagement and strengthening brand thought leadership. The podcast gained 150 followers within the first 6 months.

2020 - 2022 · Alulines International Pte Ltd, Marketing Manager, Singapore

- Oversaw financial planning and forecasting for a \$100K budget, ensuring optimal allocation of marketing spend.
- **Led successful campaigns** that significantly boosted social media engagement and enhanced brand positioning.
- B2B social media **content strategy creation** and execution, working with the Global team to drive meaningful engagement.
- Achieved a 40% keyword CTR and improved website metrics by 50% through effective SEO strategies.
- Launched a new company website, driving a 53% increase in site visits.
- **Negotiated vendor contracts**, saving \$30K while executing comprehensive 360-degree marketing campaigns.
- Managed PR agencies and media partners to enhance market share while conducting market research to identify consumer insights and competitor threats.

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

- Managed the planning, development, and execution of content programming for the brand's social channels, with a budget of \$5000. Extensively used data to drive efficiencies for performance marketing.
- Responsible for monitoring social media trends and the **competitive landscape** to make strategic decisions
- Successfully **launched 2 new product categories**, which delivered orders 20% higher in value than the company's average first sales order.
- Onboarded 3 new European Clients and **handled 3 major SEA distribution accounts**.
- Managed digital marketing strategies across a market (local and overseas).

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

- Created campaigns to reach target markets, creating consumer awareness and effectively promoting company services.
- Increased fundraising revenue for 2016 events by 70% over the previous year and surpassing the set goal.
- **Increased client revenue** by 20% through brand optimisation, events and networking.
- **Analysed data** and other statistical information, resulting in an increase in 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, Customer Service Manager, London

- 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 in developing **sales forecasts and budgets** with the roll-out of the multi-channel online platform in stores and online.

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)

CERTIFICATIONS

2025 · Rutgers University - Influencer Marketing Strategy

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 · SEO / SEM / PPC · Adobe Photoshop & Illustrator · Canva · Google (Analytics, Business, Adwords, Keyword Planner) · Yoast · Content Writing · Salesforce · Social Media Strategy · Brand Collaboration