

# Nikhil Kumar

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## Profile -

Results Driven Marketing professional with methodological approach to marketing strategy, planning and execution. Recognized skills in leadership, mentoring, ability to negotiate and build relationships with key personnel, close sales in heavily competitive segments

## Key Accomplishments -

- Worked with over 100 C-Suite executives for business summits from companies like ROGERS, Scotia iTrade, AMEX
- Managed Social media marketing projects, business development projects for over 400 clients spanning over 10 countries
- Worked as Director of Digital Media & IT for Schulich Marketing Association and as Social Media Manager for 2 North American businesses
- Bootstrapped 5 major brands each with earnings of over \$100,000 over a span of 3 years
- Mentored team of 17 members including developers & designers for 4 years
- Managed 70+ design, development projects with small, mid sized businesses

## Core Competencies -

Business Development

Digital Marketing

Product Development

## Education -

### **Master of Business Administration, Marketing**

**Jan 2012- May 2013**

York University, Schulich School of Business, Toronto

### **Bachelor of Technology, Electrical & Electronics Engineering**

**Aug 2004 – May 2008**

Guru Gobind Singh Indraprastha University, New Delhi, India

## Professional Experience -

### **Speakers Forum & Celebrity Speakers Inc. – Toronto**

**Jan 2013 – Apr 2013**

#### **Business Development Executive & Social Media Strategist**

- Worked with C-Suite executives from Rogers, AMEX, Scotia iTRADE for summit sponsorships achieving target of over \$ 100,000 in 2 months
- Achieved target sales of \$15,000 for the business speaker series
- Managed Social media campaigns increasing brand awareness and followership by 55% over a span of 3 months
- Analyzed website statistics using Google analytics and email marketing reports to track key metrics and prepare reports for presentation to CEO
- Managed CPC, SEO, SMM campaigns for marketing of business summits

### **Social Media Delivered – Dallas**

**Sep 2012 – Apr 2013**

#### **Product Manager / Social Media Manager (Virtual Position)**

- Worked with Cross Functional teams from Marketing, Sales, Social Media functions for new product development and client acquisition with a budget of less than \$100,000 yearly
- Performed Market Research & market analysis, presentations acquiring 18 new clients, created 4 new product segments

**iWeb Alliance – New Delhi, India****July 2009 – July 2012****Self- Employed, Business Development Executive**

- Mentored a team of 17 people of (12) full time & (5) part time employees for 3 years on multiple product development & design projects
- Worked with application startup-ups and senior developers, analyzed product pricing, market information, customer adoption to spearhead competition
- Engaged audience for new product development, improved customer experience and engagement using various marketing campaigns
- Collaborated with virtual team of developers and designers for over 70 application development projects with ownership for functional priorities
- Effectively managed Cloud Desktop Services "BuyRDP.com" for *World Class Welsh Poker Player "John Tabatabai"* with a yearly budget of \$1Million, increased client base and Annual revenues by 400%
- Lead design and marketing campaigns for "VideoAutoBlogs & CrankDomains" increased revenues by 300% in 4 months
- Managed *117 clients from Web Hosting Talk* for "DediFrance & Reseller Markets" increased revenues and client acquisition by 200% in 6 months

**Infosys Ltd. – Mysore, India****Oct 2008 – May 2008****Software Developer**

- Worked as Mainframes Engineer responsible for development of Banking Module supported team and internal stakeholders

**Saavn.com – New York, USA****May 2008 – Oct 2008****Social Media, Online Marketing Consultant (Virtual Position)**

- Increased Brand Awareness and Media engagement for Saavn.com using Social Media Campaigns engaging 10,000+ profiles within 30 days.

**Additional -**

- Director, Digital Media & IT, Schulich Marketing Association **Jan 2012- May 2013**
- Worked as a strategic consultant with Trapeze Transit, Volaris Group **Sep 2012- May 2013**
- Taught Underprivileged children aged 4-10 yrs. with Jaagriti NGO, New Delhi

**Online Profiles -**

- Web- <http://www.nikhilkumar.me>
- LinkedIn- <http://ca.linkedin.com/in/socialmediacanada>