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New Delhi, India
Arya Kapoor
As seen on Refrens

Arya Kapoor

Brand & Marketing Strategist + Manager

SUMMARY

I am Arya, a brand & marketing strategist, with a focus on personal branding and content curation, with nearly **7 years** of experience in helping creators, brands and business owners market and grow themselves in the online space. I am committed to not only crafting transformational strategies but also creating unique and aesthetically pleasing content with a talent for adapting to changing markets.

CLICK HERE TO ACCESS PORTFOLIO

KEY SKILLS

• Marketing Strategy • Social Media Management • Market Research • Business Development Strategies • Communication
• Copywriting • Branding • Content Writing • Online Marketing • Project Management • Storytelling • Multitasking • Agile
Technical Skills: MS Office Suite, Google Workspace, Notion, Canva, Management and Scheduling tools (Asana, Trello, Clickup), CRM softwares, Coordinate Calenders, Manage Emails,

PROFESSIONAL EXPERIENCE

Image Manager - PR, SM & Partnerships

Nov '25 - Mar '26

Crosshairs Communication

New Delhi, India

- Manage a portfolio of **7 active accounts** (with support on 2–3 more) through structured email communication, expectation setting, monthly reviews, and timely delivery of plans and reports
- Lead **collaboration and partnership strategy** for each brand: identifying the right KOLs, influencers, brands, platforms, and content creators that align with positioning and campaign goals
- Drive **concept planning for campaigns**, including theme development, content direction, social storytelling, trend-integration, and execution workflows
- Build and maintain tailored **collaboration & influencer lists**, requires going through a min. of 50-70 KOLs every day, evaluate content quality and audience fit, and ensure measurable outcomes
- Synchroize **multi-vertical workflows** for events, promotions, PR support, social content, and partnership-led activations, ensuring smooth execution across teams and consistent communication with clients
- Oversee **social media strategy and content development**: creative ideation, scriptwriting, caption writing, performance tracking, analytics interpretation, and insight sharing with marketing/editorial teams to refine direction in real time
- Support **corporate strategy, crisis management, and business development pitches** by contributing to presentations, communication frameworks, and campaign concepts aligned with organisational growth
- **Train and mentor 5 team members** on plans, proposals, collaboration processes, content conceptualization, and client handling, strengthening team capability and operational efficiency
- Lead **Women Inspiring Network (WIN)** as a primary responsibility, overseeing social media content, podcast coordination, scheduling, conceptual planning, and ongoing platform growth
- Connect with international leaders across multiple industries and **help manage panel and podcast** across WIN Lounge events happening at Davos, Cannes, New York Climate week etc

Content Marketing Manager

Jan '25 - Aug '25

Akrati Jewels

Jaipur, India

Job role includes:

- Aligning **web-content strategies** with business objectives by leveraging SEO tools and Content Management Systems to enhance brand awareness and drive audience growth
- **Creating SEO-optimized plagiarism-free Human content,** including On Page- blogs, category pages and product descriptions and Off Page Content.
- Improving website search rankings through **SEO optimization**, continuously monitoring website performance, and executing data-driven enhancements
- Responsible for formulating an engaging **content strategy for all Social Media platforms** and efficiently executing it with the team utilizing skills like **market research, copywriting, content writing, consumer psychology, and branding**
- **Collaborating** with SEO, design, and development teams to synchronize content efforts
- Enhancing customer engagement through **personalized storytelling techniques** and experimenting with new strategies on social media platforms to drive impactful results

- Increasing organic traffic growth and bolstering website transition efforts while upholding **SEO value through strategic content and keyword optimizations**
- Guiding the content team in leveraging **content and research strategies** to achieve organizational goals
- Additionally, I have created Notion board where the entire organisation can manage all of their tasks, meetings, submissions and advancements efficiently. I also assess the team with website development, including proper usage of UI/UX principles & customer psychology.

Marketing Strategist & Manager
Jan '21 - Apr '24

Body Reapers
New York, USA

- Wrote Search engine optimized content for blog posts & social media which resulted in **Page 1 ranking on google**
- Crafted a new product strategy & optimized SEO product descriptions for site-wide available products across the website & Amazon platforms, leading to **improved conversions**
- Designed & wrote EBC content on amazon along with photographer which resulted in **10K USD profit/month**
- Implemented a new brand strategy & actively strategized business growth initiatives to enhance brand visibility, tap into targeted markets, & drive sales, resulting in **generating 6-figure revenue** for the fiscal year 2023-2024
- Analyzed marketing plans & social media strategies in collaboration with the marketing team to pinpoint **strategic weaknesses** & offered recommendations for improvement resulting in **enhanced marketing ROI by upto 75.3%**
- Drove a doubling in channel growth by **curating & segmenting editorial content** like blogs, copy, & social media content across platforms such as Instagram, TikTok, Amazon, & blogs
- Successfully managed & curated TikTok & **Meta ad campaigns**, leading to a reduction of 20+ hours in the founder's weekly workload
- Elevated customer relationships & user engagement through **proactive monitoring of the company's brand online**, utilizing interactive content creation, hosting LIVE events, & humanizing the brand leading to an increase in audience show-up rate by 300%
- Aided in **R&D** for gym gears & appareals along with **inventory management** across multiple channels
- **Acquired talent** for the company including in-house members & creators for UGC, groomed and managed the human resources and **lead the marketing team** comprising of 15+ people for socials and online market places
- Supported the Founder & CEO of the company as a Personal Assistant, managing payment tracking, data organization using **Excel and CRM software**, calendar coordination including scheduling meetings and events, making and taking calls, overseeing mail management, and more

Social Media Manager & Content Producer
May '18 - Dec '20

Freelance
New Delhi, India

- Helped Suruchi Drolia build a Personal brand on social media with branding and marketing strategies that **increased her followers by 3X**
- Boosted engagement on Instagram by 4x & **generated increased queries** for her photography services through compelling storytelling on social media copies
- Developed an innovative photography portfolio infused with **strategic sales tactics**, leading to a 2x increase in client conversion rates
- Under Whiz Adverts, utilized exceptional writing, editing and proofreading skills to produce engaging and error-free social media content & copies for **6 brands**
- Enhanced SEO rankings for 4 brands under the agency through **curated & optimized blogs & product descriptions**, leveraging Ahrefs, SEMrush, & Moz
- **Wrote and edited upto 20 articles/month high-quality articles** under deadline pressure with captivating and authentic approach for The Radical, a news publishing website
- Edited and proofread content to confirm proper grammar, quality and consistency with **AP style.**
- As a PR manager for Lush Makeovers, produced and distributed internal and external communications along with events that **generated 5-figure sales/event**
- Facilitated seamless office activities by **tracking records, organizing documents, & fostering client communications** with 20+ clients while overseeing operations as the senior coordinator & HOD at Talent Hub
- **Conducted interviews for new talent** in in-house roles, enhancing team performance through on-the-job training modules & Behavioral Interviewing Techniques

EDUCATION

MBA| Specialisation in Marketing & Management
Feb '22 - Jan '24

Birla Institute of Managment Technology
Greater Noida, India

TEFL/TESOL | Specialisation in Business English
May '21 - Dec '21

Asian College of Teachers
India & Thailand

BA | English Hons. (with a minor in Economics)
Jul '18 - Jun '21

University of Delhi
New Delhi, India

Co-curricular Activities

Jul '19 - May '21

Member of Core Management team (head of event management) at Cultural Committee

Rajdhani College, University of Delhi

Member of Core Coordinating Team at English Literary Association Oct '18 - May '21

Rajdhani, University of Delhi

Active member, Anchor, Creatives team + Content writer at Chaitanya (Debating society) Jul '18 - Nov '19

Rajdhani College, University of Delhi

Active member, Content & Copy Writer Jul '18 - Sep '19

Enactus Rajdhani College, University of Delhi

Additional

Hello dear hiring manager! In case my cover letter doesn't make it to you, here's a short note -

If you are looking for someone who would take initiatives, is naturally highly-creative, can come up with great ideas at any given moment of time, is great at strategising and organising things, multi-talented and has got entrepreneurial spirit which means you can give them the task and just forget about it & they'll have it done & dusted for you, then I am happily at your service.

Will be looking forward to connect with you. Till then, I request you to have a close look at my portfolio, for this resume is barely 30% of what I do. Yo'll find some great projects there ;)

Thanks & Regards

Arya