

PALAK KAPOOR

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My Portfolio - www.palakapoor.com

SUMMARY

Brand Account Manager with over 3 years of experience developing and executing integrated marketing campaigns, crafting annual operating plans (AOPs), and delivering data-driven strategies. Expertise in creating impactful creatives across both digital and offline touchpoints, while leveraging performance analysis and consumer insights.

WORK EXPERIENCE

Brand Account Manager, Schbang (Mumbai, Maharashtra)

Apr 2024 - Oct 2024

- Consulted clients like Perfetti Van Melle (Mentos, Alpenliebe, Juzt Jelly, Centerfruit), entertainment giants Marvel & Disney and FMCG Brands like Britannia and Protinex.
- Led digital promotions for blockbuster movies Deadpool & Wolverine and Inside Out 2 with traction as high as 167M in reach and 37M+ in engagement.
- Spearheaded creative pitches for Coca-Cola, Kopiko, Britannia, and other key brands.
- Conceptualized and delivered CGI videos tailored for e-commerce and social media.

Senior Solution Strategist, Schbang (Mumbai, Maharashtra)

Dec 2022 - Mar 2024

- Executed the Alpenliebe TVC and Campaign for #Lick&Chomp, achieving 14M+ Reach, 140K+ engagements, and 12M+ views.
- Conceptualized and executed the #MastZindagi Influencer campaign for Mentos, achieving 30M+ Reach, 400K Engagement, 50M+ views, and 4 Awards.

Brand Strategist, Altorise (Mumbai, Maharashtra)

Nov 2021 - Oct 2022

- Strategized campaigns for brands like Thrive (Food Delivery) and Frontier (Crypto Wallet)
- Boosted Thrive's engagement by 40% through strategic, audience-relevant content
- Grew Frontier's followers by 13K, enhancing brand presence in the crypto space.

Social Media Manager, Aditya Media (Remote)

July 2021 - Oct 2021

- Led digital campaigns for US-based brands, boosting customer interaction by 200%.
 - Monitored SEO and web traffic metrics to optimize performance.
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EDUCATION

BBA, O.P Jindal Global University
Delhi-NCR

Aug 2017 - Aug 2020

Girls' High School & College
Allahabad, Uttar Pradesh

Graduated April 2017

ADDITIONAL INFORMATION

Skills: Brand Strategy & Positioning, Campaign Ideation & Execution, Analysis & Reporting, Consumer Insights & Market Research, Cross-functional Collaboration, Team Leadership

Awards: Received "Best Use of Influencers", "Best Use of Video" (ET Digi+ Awards) and "Influencer Campaign of the Year" (Afaqs Digies Award) for Mentos #MastZindagi Campaign