

Aakash Kapoor

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EXPERIENCE

Brand Marketing Coordinator

Sep 2022- Nov 2024

Navien, Inc., Irvine, CA

- Managed social media strategy, content creation, and scheduling using SproutSocial and HubSpot, resulting in a consistent 2.5% monthly growth in engagement.
- Enhanced SEO for company websites using Alchemy CMS, leading to a 35.3% improvement in search engine rankings.
- Conducted monthly performance review of website, mobile app, and campaign metrics using Google Analytics, UTM tracking, and data-driven insights to optimize digital strategies and maximize ROI, achieving a 4% increase in ad views.
- Designed and executed post-launch user feedback surveys via SurveyMonkey to evaluate mobile app performance, improving app usage by 6.5%.
- Developed, designed, and maintained comprehensive wholesale and MSRP price books, updated graphics, content and images using Adobe Creative Suite.

Marketing Coordinator

Feb 2022- Aug 2022

Silverado Senior Living, Irvine, CA

- Spearhead content updates and optimizations for company and community websites using WordPress, enhancing user experience and engagement by 9%.
- Provided technical support for sales CRM systems (Yardi, HomeCare, and HomeBase), assisting sales teams in maximizing their operational efficiency, increasing sales team productivity by 8%.
- Tracked marketing team projects within Monday.com to ensure project tasks and deadlines are met.

Marketing Coordinator

Aug 2021- Feb 2022

Metagenics, Aliso Viejo, CA

- Led the creative development process, managing the production of flyers, brochures, and promotional materials to ensure strict adherence to brand guidelines. Collaborated with cross-functional teams, including legal, regulatory, creative, sales, and product development, resulting in a 10.5% average increase in team productivity.
- Spearheaded promotional email marketing initiatives by implementing A/B testing, improving conversion rates by 1.8%.

CERTIFICATE(S)

Google Analytics

EDUCATION

Master of Business Administration, *California State University, Long Beach*

Bachelor of Science, Business Administration, *California State University, Dominguez Hills*

SKILLS

- Graphics Design & Video/Photo Editing (Adobe Creative Suite, Canva)
- CRM Systems (Yardi, HubSpot)
- Analytics (Google Analytics)
- Digital Campaign creation & management (Google, Facebook & Instagram Ads)
- Content Management Software (WordPress, Alchemy CMS)
- Project Management (Asana, Monday.com, Wrike, InMotion)
- Email Campaign (Hubspot)
- Social Media (SproutSocial, HubSpot, Birdeye)