

Samar Kapoor

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Career Objective

A result driven MBA graduate working as a Marketing Manager, having more than 2 years of industry experience possessing unique leadership skills eager to add value to the growth of the organization by designing effective campaigns.

Education

Indian School of Business – PGP | Marketing & Strategy April 2019– April 2020

-President, Retail & E-commerce Club

Led team of 4 and handled a club of 55 members; Boosted YOY growth in E-commerce & retail presence in L&D by 200%

Work Experience

ABC INTERNATIONAL, HARYANA

- Increased customer email signups by ~24% (from 5.5 lakh to 6.8 lakh) by identifying 4 new subscription sources
- Introduced 35 automation mailers & collected data pointers for 12% customers to devise personalized mail campaigns
- Achieved ~19% open rate & 1.1% click rate by installing & configuring Amazon Sendy to deliver 1 lakh promotional emails daily
- Managed full project lifecycle: Strategy, seeding money, design, publication, and delivery of 10,000 Ethos Magazines
- Investigated the Analytics channels and website traffic to strategize display brands and targets for 3 newly opened stores
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Cocurricular Activities

- Started 'Interactive case study' at IIM-A to enhance industry learning in the campus, & got 180 students onboard for brainstorming sessions
- Mentored 65 students by introducing a new online channel 'IIM-Bangalore Mentorship' to guide Manipal graduates with applications.
- Started 'Fun Saturdays' at ABC INTERNATIONAL to engage employees from 8 different verticals with a foot fall of 160+ team members.