

Niyati Prakash Arora

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EDUCATION

Hult International Business School

Boston, USA

MBA-Marketing

15/08/2021

- Have scored 3.2 GPA, been an active member in all the group assignments.
- Hult Student Champion for Expo'2020.
- Awarded Hult's Got Talent'2020- Indian Classical Dancing.

Modu University of Science and Technology

Rajasthan, India

B-TECH- ECE

24/05/2014

- Have scored 7.0 CGPA, majored in Wireless Communication.
- Was a Class Representative throughout my session (2010-2014).

WORK EXPERIENCE

Sanctum Global Ventures

Dubai,UAE

Marketing Executive

26/08/2021- currently

- Directly reporting to CMO, working closely on their one of the projects- "Philcoin" and Sanctum (overall) also. Planning marketing strategy (digital as well as traditional).
- Managing ads, press releases, social media channels, PRs end to end to drive the growth.
- Helping the team building and growing a robust paid media experimentation approach across creative, app store optimization and landing page optimization.
- Constantly working on new ideas, experimenting with new approaches for the growth of the company in the UAE and worldwide.

Hult International Business School

Dubai,UAE

Global Ambassador

Nov'2020-July'2021

- Assisting Global Marketing Team of Hult to gain more students for various programs they offer.
- Constantly helping team to build new content for their social media accounts.
- Engaging with the potential future students over offline coffee chats to make them understand "why Hult is their best choice for their studies"
- *Worked in providing new ideas in conducting online events for the interested students across the globe.*

Ericsson India Global Pvt. Ltd.

Gurugram, India

Network Engineer

June'2014-Sept'2020

- *Worked for Sprint-USA, Vodafone- Netherlands and MTN-Nigeria wireless networks.*
- *Optimization and designing of their networks (LTE-800, 1900 & 2.5 Ghz).*
- *Ensured SLA Compliance end customer.*

SKILLS & INTERESTS

Technical: Microsoft Office (Excel, PowerPoint), Design: Canva.

Community Management, Project Management (ZOHO, Dropbox), social media, Google Ads.

Interests: Marketing Strategy, Social Media Marketing and experimenting, dancing, cooking, reading about current affairs, environmental issues and remedies, fashion consultant.

Languages: Fluent in English and Hindi, can understand Arabic.

Strength: Can work independently, execution-oriented mindset, humble and polite, care about environment.