

# NIKHIL GANGAI

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## PERSONAL STATEMENT

A highly motivated marketing professional with **4 years** of experience in **market strategy, campaign management, and brand development**. Adept at leveraging data analysis tools like Google Analytics, Firebase Analytics, and HubSpot to inform strategic marketing decisions. Proven ability to harness **web development** expertise, including WordPress, other CMS platforms, and programming languages such as Python and JavaScript, to execute impactful **digital campaigns**. Skilled in creating compelling audio-visual content and thrives in collaborative environments that value curiosity, teamwork, and creative experimentation.

## EXPERIENCE

**MARKETING STRATEGY INTERN (12 CREDITS/240 HRS) | Bakesale Inc. | Canberra** **July 2024 - Oct 2024**

- Designed and executed a comprehensive **marketing strategy** and **campaign** to successfully launch Bakesale's new marketplace. Reassessed **audience profiles** and **brand story**, enhanced **brand awareness**, created marketing assets for targeted on-boarding of pilot sellers, drove traffic and user engagement.

**INDUSTRY PROJECT | College of Business & Economics (CBE) | Canberra |** **July 2024 - Oct 2024**  
<https://cbe.anu.edu.au/welcome-cbe>

**Skills:** *Marketing Communications*      *Higher Education Marketing*      *Content Marketing*      *Campaign Development*  
*Student Recruitment*      *Digital Marketing*      *Budget Allocation*      *Stakeholder Engagement*

- Analysed market challenges, including high fees, economic climate, and student demographics and developed a comprehensive marketing plan to increase **domestic postgraduate student** enrolment by **20% in 2025**.
- Recommended strategies for **targeted content creation, digital marketing campaigns**, and student engagement initiatives with a proposed budget allocation strategy of **A\$60,000** per year to achieve the marketing objectives.

**INDUSTRY PROJECT | Breakr | <https://breakr.com.au/> | Canberra** **July 2024 - Oct 2024**

**Skills:** *Qualitative Research*      *Thematic Analysis*      *Customer Segmentation*      *Content Strategy*  
*Quantitative Research*      *Digital Marketing*      *Targeting Strategy*      *Channel Optimization*

- Created a **marketing strategy** for Breakr, to increase customer traffic and **brand awareness** and addressed challenges related to limited budget, lack of marketing materials, and reliance on word-of-mouth advertising.
- Used in-depth **interviews** and **online surveys** to understand and **statistically analyse** gathered data and proposed a very precise and targeted marketing plan to achieve more visibility and engagement in and around Canberra.

**INDUSTRY PROJECT | Decisively | <https://imminently.co/solution-decisively> | Canberra** **July 2023 - Oct 2023**

**Skills:** *Market Analysis*      *SWOT Analysis*      *Market Segmentation*      *Business Development*  
*Competitive Analysis*      *Market Expansion Strategy*      *Target Market Identification*      *Go-to-Market Strategy*

- Analysed Decisively's current **market position, SWOT** and conducted market research to identify potential new markets, audiences, and industries for expansion.
- Evaluated the feasibility of different **expansion strategies** based on market analysis and company capabilities and developed a **business development roadmap** outlining strategic steps for market expansion and growth. Provided recommendations on market segmentation, targeting, and positioning for optimal market penetration.

- Analysed user feedback (**200+ responses**) to identify areas for improvement in UX and AI model functionality, resulting in a **35%** increase in service delivery efficiency and a **25%** boost in client satisfaction.
- Developed and executed marketing strategies, utilizing tools like **Zapier** and **HubSpot** for automation and **Canva**, **Premiere Pro**, and **Audacity** for content creation.

## CASUAL WORK EXPERIENCE

**CUSTOMER SERVICE ASSISTANT** | *Bunnings Gungahlin* | Canberra

Sept 2024 - Oct 2024

- Helped customers by resolving inquiries and assisting with product information. Efficiently processed click and collect orders, ensuring accuracy and timely collection.

**RETAIL ASSISTANT** | *Pillow Talk Canberra* | Canberra

Nov 2023 - June 2024

- Collaborated with team members effectively to ensure a seamless customer experience. Assisted customers with product recommendations and queries. Managed POS systems, inventory, and transactions while adhering to store standards. Maintained product placement and presentation according to store design guidelines.

## EDUCATION

**MASTER OF MARKETING MANAGEMENT** | *Australian National University (ANU)*

completing in Nov 2024

<b>Relevant Coursework:</b>	1. <i>Strategic Management</i>	2. <i>Managing Global Supply Chain</i>	3. <i>Applied Market Research</i>
	4. <i>Consumer Behaviour</i>	5. <i>Strategic Marketing Communications</i>	6. <i>Strategic Digital Marketing</i>
	7. <i>Marketing Strategy</i>	8. <i>Technology and Project Management</i>	9. <i>Leading People and Change</i>

**BACHELOR OF BUSINESS ADMINISTRATION & LAWS** | *Symbiosis International University (SIU)*

2019

## SKILLSET

1. *Digital Marketing*
2. *Marketing Automation*
3. *Problem-Solving*
4. *SEO, SEM & Social Media Marketing*
5. *Data Analysis*
6. *Strategic Marketing*
7. *Analytical Thinking*
8. *Communication*

## ACHIEVEMENTS

**ORGANISER** | *Digital India Awareness Drive*

Aug 2015

- Organized the award-winning campaign, **“Best Digital India Implementation - 2015”**, demonstrating strategic planning, stakeholder engagement, environmental responsibility, audience engagement, and technological innovation.

**EVENT ORGANISER** | *Syminaret*

2018

- Orchestrated the successful inaugural of **“Syminaret”**, a national festival, attracting participation from **300+** colleges. Secured high-profile sponsors like **Radio Mirchi**, managed stakeholder expectations, and garnered media coverage in media houses like **Enadu & Telangana Today** among others.

## INTERESTS

When I'm not immersed in the world of marketing, you'll find me exploring my creative and adventurous side. I enjoy bringing ideas to life through **3D printing** and **design**, and I love the precision of **laser cutting**. **Coding** is another passion, and I'm always tinkering with new apps and software to simplify everyday tasks. When it's time to unwind, I lose myself in a good **mystery novel** or hit the trails for a rejuvenating **hike**.