

# Aman Bhatia

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A versatile marketing professional with a MSc. in Marketing from the Edinburgh Business School. Adept at developing and executing digital marketing campaigns; specialist in SEO, content creation, and strategy. Passionate about Cryptocurrency and NFTs, and enjoys working with new systems, optimising workflows to solve complex problems in a fast-paced environment.

## WORK EXPERIENCE

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### Securitas

Feb'22-Present

#### Marketing & Communications - Assistant Manager

- Conceptualized and executed digital marketing strategy across Facebook, LinkedIn, Instagram, and Twitter, increasing organic traffic (78%), followership (63%), and visitor conversion (21%).
- Designed and optimised the company website for SEO, successfully ranking on the first page of Google search.
- Co-managed a major organisation-wide re-branding campaign and revamp of the company website (UX & Content).
- Crafted copy for over 200 email campaigns using MailChimp, attaining a 10% lead over the industry's average open rate.
- Administered media relations planning and execution for product announcements, thought leadership profiles and company initiatives.

### Three.0

Sep'21-Present

#### Founder

- Developed the company website from the ground up, also deployed multiple smart contracts with Solidity.
- Monitored the growth and ensured a consistent digital presence and engagement through various communities on Instagram, Twitter, Discord, and Reddit, building a community of over 4,000 members in four months.
- Consistently among the top NFT creators on WazirX NFT Marketplace, featuring in [Firstpost](#) as one of the most successful Indian creators in the space.
- Hosted and managed weekly Twitter spaces and Discord AMA's for the community.
- Sold NFTs worth over 4 ETH and growing.

### Atraski India

Jul'21-Oct'21

#### Digital Marketing Intern

- Produced marketing materials including press releases, brochures, and newsletters, increasing digital sales by 10%.
- Executed A/B and multivariate tests on website content, landing pages, product pages, social media, and advertisement to optimise search performance and UX, growing social media followers by 27%.
- Revamped customer segment definitions with extensive market research; created greater confidence in company data regarding customer revenue and activity.
- Coordinated and collaborated with the content and graphics team.

### AYTA Sports

Mar'19-Aug'19

#### Business Development Associate

- Managed end-to-end process including client acquisition to marketing and sales.
- Identified social media opportunities and developed an actionable plan, obtaining digital marketing and sales skills. Successfully growing Instagram followers by 4%.
- Interpreted data into easy-to-read dashboards and visualizations for company decision making: bridged gap for communication between marketing, sales, and production.
- Delivered ad hoc data analysis and reports to marketing, sales, and executives.

## EDUCATION

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### University of Edinburgh Business School

#### MSc. Marketing, Degree with Merit

- Relevant coursework: Digital Marketing, Marketing Research, Principles of Marketing Management, Marketing Digital Analysis, Marketing Applications, International Marketing Strategy, and Consumer Behaviour.
- Awarded the Edinburgh Award, which is given to only 7 students in the Marketing department.
- Thesis Title: Sustainable Fast-Fashion: An Oxymoron or a Near Reality? A Study of Consumer Behaviour in India.
- Member of the Edinburgh Leaders for Tomorrow society and the University football team.

### Univeristy of Delhi

#### B.Com (Hons), First Division

## SKILLS & PROFESSIONAL EXTRACURRICULARS

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**Skills:** SEO, Creative Storytelling, Mailchimp, Hootsuite, Google Analytics, Google Adwords, Google Ads, Facebook Ads, Twitter Ads, LinkedIn Ads, Photography & Video Production, Website Development, Photoshop, Excel, and PowerPoint.

**Professional Extracurriculars:** Google Analytics - Advanced, Content Marketing - HubSpot, Design & Branding Virtual Internship - Forage, The Edinburgh Award, Taught English to 30 underprivileged children in an NGO-run school.