

Aman Bhatia

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PROJECTS

Triplicity

- Formulated and launched multiple successful collectible NFT series on India's first ever NFT Marketplace, achieving a high percentage of NFTs sold. Consistently among the top NFT creators in India and was featured in [Firstpost](#) as one of the most successful NFT entrepreneurs of the country.

Punkaverse

- Successfully launched and managed a collection of 500 hand-drawn NFTs. Utilized strategic marketing tactics to generate high demand and interest among collectors, resulting in successful sales and repeat customers. Monitored and ensured consistent growth and engagement across various digital communities such as Instagram, Twitter, Discord, and Reddit, building a community of over 30,000 members and over 1500 unique collectors.

Pokepunks

- Established my inaugural PFP NFT project, providing invaluable insights into the world of crypto, NFTs, and marketing. The experience allowed me to gain a profound understanding of the industry, establish crucial connections, and conceive innovative ideas for upcoming projects.

EXPERIENCE

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 open rate.
- Administered media relations planning and execution for product announcements, thought leadership profiles and company initiatives.

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.

AYTA Sports

Mar'19-Aug'19

Marketing 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%.
- Delivered ad hoc data analysis and reports to marketing, sales, and executives.

EDUCATION

University of Edinburgh Business School

MSc. Marketing, Degree with Merit

- Relevant Coursework: Marketing Research, Marketing Digital Analysis, 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

- Relevant Coursework: Fundamentals of Investment, Microeconomics, Macroeconomics, Financial Accounting, Corporate Accounting, Financial Management, Business Mathematics, and Auditing & Corporate Governance.

CERTIFICATIONS, SKILLS & INTERESTS

Certifications: Blockchain, Cryptoassets, & Decentralized Finance - **INSEAD**, Bitcoin & Cryptocurrency Technologies - **Princeton University**, Decentralized Finance - **University of Nicosia**, Google Analytics, Content Marketing - HubSpot.

Skills: SEO, Storytelling, Mailchimp, Google Analytics, Paid Ads, ChatGPT, Website Development, Photoshop, Excel, PowerPoint, Leadership, Presentation, Negotiation, Communication, Teamwork, Agility, Problem-Solving.

Interests: Trading, Reading, Football, Music, Podcasts, Twitter, Reddit, Sustainability.