

# Shruti Kapoor

NEW MEDIA MARKETER

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## OBJECTIVE

To obtain a full time in the advancing field of New Media Marketing

## EDUCATION

**Bachelor of Science, Double Major in New Media Marketing,  
International & Global Studies**

Rochester Institute of Technology, Anticipated May 2017

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## EXPERIENCE

### Marketing Assistant (Co-op)

Rochester Institute of Technology  
June 2016 - Present

- Conducting online market research & prospect targeting
- Assisting in strategy, design and execution of email marketing campaigns

### Course Assistant

Rochester Institute of Technology  
October 2014 - May 2015

- Assisted in preparing course content
- Conducted library and social media research using YouTube and Twitter

### International & Global Studies Peer Mentor

Rochester Institute of Technology  
August 2015 - Present

- Consulting program students with any challenges they may be facing
- Organize social & educational events to bring the program students and faculty together

### Operations Intern

UNHCR  
June 2014 - July 2014

- Worked under the Refugee Status Determination team
  - Drafted individual rejection letters, arranged interviews, prepared post interview case reports and managed schedules
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## SKILLS

Search Engine Optimization || Email Marketing || Project Management || Google Analytics, Facebook Analytics || Blogging || Web Development || Graphic Designing || Hindi (Native), English (Native), Spanish (Intermediate)

## SOFTWARES USED

Facebook, Instagram, Snapchat, Pinterest, Tumblr || Constant Contact, MailChimp || MS Office Suite || HTML, CSS, JavaScript, PHP || Hootsuite || Photoshop, Canva

## LEADERSHIP

- College of Liberal Arts Student Advisory Board, 2016 - Present
- President RIT Bhangra, 2016
- Peer Advisor Leader at RIT, 2016
- Assistant Director of Marketing at RIT Global Union, 2015