

JAPNEET KAUR

MARKETING, CONTENT, DESIGN – STRATEGY & IMPLEMENTATION

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EXPERIENCE

Marketing Manager – Content and Social Media

Appodeal – intelligent ad mediation for mobile apps | February 2017 – Present

- Drive brand presence across owned social profiles, as well as groups on social networks and relevant forums
- Write blog posts, social copy, product copy, and produce presentations, sales material, case studies and white papers
- Engage in community management and customer success activities, bridging the gap between customers and support
- Write and optimize newsletters through A/B and multivariate testing, and create drip email campaign for leads
- Develop press releases and work with industry publications to launch company news and updates
- Monitor engagement and conversion metrics across social, email, and publication channels to optimize marketing strategy

Publisher Relations Developer

Appodeal – intelligent ad mediation for mobile apps | June 2016 – February 2017

- Engaged in social media interactions with prospects across platforms, monitoring email and social metrics
- Evangelized Appodeal and engaged with target audience at industry events, forging relationships with leads
- Presented product demos and ran email campaigns in partnership with account managers
- Worked with small to large companies, from developers, to managers, to C-level executives

Marketing and Communications Specialist

NDS Surgical Imaging – surgical and OR solutions | June 2015 – March 2016

- Developed marketing and sales materials to support product growth; crafted internal and external communications
- Conducted key market research, including SWOT competitive analysis, to shape company Global Marketing Strategy 2016
- Coordinated exhibitions at major trade events, working across departments and with vendors to organize show presence

Product Marketing Manager

Kiara-First Words – iOS app for children | March 2014 – May 2015 | bit.ly/kiaraapp

- Cultivated brand voice for use in app, App Store, and social media, and developed marketing plan
- Developed advertisements with Facebook and other channels; app downloaded 6500+ times in 77 countries

Product Designer

aganki – Learning Management System for colleges | July 2013 – March 2014

- Achieved product validation with market research, user studies surveys and interviews
- Designed user interface, built interactive prototype, pitched to investors for funding

Social Media Intern

EngageClick – adaptive advertising personalization platform | May – July 2013

- Developed social media plan and editorial calendar with KPIs, conducted outreach for guest interviews and blogs

EDUCATION

Business Management Economics | Bachelor of Arts, Regents Scholar | University of California, Santa Cruz

Human Development Studies | Associate of Arts, with Honors | Ohlone College, Fremont, CA

Marketing in a Digital World Certificate | University of Illinois at Urbana-Champaign

Inbound (Marketing) Certificate | Hubspot

SKILLS + TOOLS

Salesforce, Close.io; Word, Excel, PowerPoint, Google Suite; Balsamiq, InVision; Photoshop, Lightroom, Illustrator, InDesign
WordPress, Google Analytics, Facebook, Twitter, Instagram, LinkedIn, Hootsuite, Buffer, SurveyMonkey, MailChimp

WRITING + DESIGN PORTFOLIO

www.japneetkaur.com