

Nikunj Nagpal

2 years of experience with Genpact; focused on Anti-Bribery Anti-Corruption compliance reviews, process consulting, internal audit and third-party screening. Currently working in Performance Marketing involving tailor made campaign structure (FB, Google, YouTube) for different brands in apparel, jewelry, beauty, etc., reaching the desired efficiency with regular optimization and daily client interactions.

Work History

Risk Analyst | Genpact Enterprise Risk Consulting Gurgaon, Haryana – Jul'19-Jun'21

- Reviewed Policies, with view of setting up a process **to control frauds and leakages** through the expense reimbursement process for a **Fortune 5 pharma company**
- Part of **continuous transaction monitoring** solution team for one of the **largest health care service company** in the world including, **setting up digital analytics platform** for processes involving AP, P-card & T&E.
- Took complete responsibility and managed various **client calls** and **received stellar review** for the same.
- **Trained resources** onboarding the assignments and **maintained accountability** as well as morale.

Digital Marketing Associate | Adyogi, Gurgaon, Haryana – Nov'21 – Jun'22

- **Account Management** of top clients from various industries like Apparels, Health & wellness, Accessories, Jewelry, Home Appliances, etc.
- Regular data analysis and implementation of various learning from industry benchmarks and campaign data.
- Analyzed campaign performance and provided detailed insights to client for scopes of improvement and scaled their overall e-commerce business through Facebook and Google.
- Followed ROI centric approach to maximize revenue through optimization on Facebook. Identified latest trends and insights, and optimized spends and performance based on the generated details.

Senior Digital Marketing Associate | Adyogi, Gurgaon, Haryana – Jul'22 – Aug'23

- Scaled up various fashion and Jewelry brands exponentially by increasing the gross revenue.
- Started managing a team of 3 with day to day performance analysis, queries, conducting training sessions etc.

Assistant Manager, Ops | Maino, Bangalore – Aug'23 – Feb'24

- Provided 360° strategy consulting to various Edtech, OTT, Hotel clients in respect to performance, P&L, product portfolio etc. along with managing a team of 4.
- Scaled multiple clients within a short span of time with tailor made approach for each client and data driven strategies.

Accomplishments

- Started CSR group in Adyogi with prime objective to onboard environmentally sustainable D2C brands and provide them the services free of cost.
- Participated in local election campaign and **taught underprivileged children** in the rural areas of Hisar. Also, helped in raising awareness regarding menstruation in women and distributed free sanitary pads.
- Received an **"Extra Miller" award at Genpact for excellent performance** and got featured in **ERC Wall of fame** for both projects I worked upon.
- Won **gold cheers** for developing monthly impact analysis report on changes due to covid-19 and client appreciation.
- As part of the Genpact ERC CSR event, volunteered with Project "Step One", in collaboration with Delhi Government to help **mitigate Covid-19** by providing assistance and basic amenities to hundreds of patients.

Education

Chavara Vidya Bhavan - Coimbatore, Tamilnadu
Class XII – Passed with 97.08%
First position in school for scoring highest marks

Shri Ram College of Commerce – New Delhi
Graduated with 6.44 CGPA

Contact

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Skills

Customer Communication
Verbal & Presentation skills
Team Management
MS Office
Advanced Excel
FB, Google, YT Performance marketing

Interests

Trading & Investing
Working Out
Mountaineering & Trekking