



# Nupur Gaba

## Professional Goals

I aim to attain knowledge in the field of social media management. I hope to create online campaigns to inspire the youth through various initiatives.

## Get in touch!

### Mobile:

+91 9811094896

### Email:

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### Address:

Ashok Nagar, New Delhi-110018

## Work Experience

### Content Operations- U-Dictionary, India

#### Netease Youdao Hongkong Inc. | February 2019 - Present

- Assists the department head in carrying out content operations and KOL marketing campaigns for U-Dictionary INDIA MKT
- Works closely with the overseas director for digital promotions and other materials
- Works closely with the country manager for development of the education app exclusive to Indian market
- Worked on student data analysis, company OKR setting, P&L,
- Improved CAC cost by atleast 20%
- Increased mentor growth by 30%

### Managed Network Expert

#### Chegg Inc | April 2020 - Present

- Publish answers as a subject expert of operations management

### Assist Communications Manager

#### Primary Plus Pvt. Ltd, | November 2018 - January 2019

- Assist the product manager in the school programs PAN India
- Developed business for school programs in Punjab and Delhi
- Designed the company's school program outline

### Event Management Executive

#### Adorn Media | July 2018 - October 2018

- Found Unsung Heroes for a 3 months project of TV program "EK NAYI UDAAN"

### Intern

#### FIITJEE Ltd. | May 2016 - July 2016

- Conducted competitors analysis for FIITJEE & it's competitors

## Specializations

- Accountancy
- Governance
- Public Administration
- Public Speaking
- Communication
- Video Editing
- Marketing

## Languages Spoken

### Asian:

Hindi, Punjabi, Chinese

### American:

English

## Tech Skills

Canva  
G-Suite  
Adobe Premiere Pro  
MS Office

## Academic History

### IGNOU

#### Masters in Public Administration

Group Coordinator

### ARSD, University of Delhi

#### Bachelor in Commerce First Division

- President, Commerce Society
- President, The Incubation Center
- Head Editor, The Commercico Magazine 2017 & 2018
- Member, The E-Cell