



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!

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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