

NISHTHA AGARWAL

P: +91 7574070888 | Email: agarwalnishtha76@gmail.com | www.linkedin.com/in/nishthaagarwal1

ABOUT ME

People-focused marketing and community-building professional with global experience across India, Singapore, Spain, and the UAE. As Co-founder of Strangers House, I built a high-retention community through authentic events and impactful brand experiences. I'm now open to full-time and freelance opportunities worldwide where I can apply my skills in brand strategy, community growth, and marketing execution.

PROFESSIONAL EXPERIENCE

STRANGER'S HOUSE

Surat, Gujarat

Co-founder & Creative Head

March 2025 (Present)

- **Community Building & Growth:** Built an invite-only community platform aimed at fostering new connections and curating meaningful events.
- **Social Media Growth:** Scaled Instagram followers to **3000+ community members** and generated **500K+ organic views** within the first two months.
- **Events & Partnerships:** Curated and hosted high-engagement community events with **90% attendee retention**.

ANPHONIC.AI

Dubai, UAE

Business Development & Sales (Freelance)

March 2025 - May 2025

- **Sales Cycle Management:** Managed complete sales cycle, from outreach to retention for AI-powered solutions.
- **Performance Metrics:** Achieved **9% cold-to-demo rate**, **30% demo-to-trial conversion**, and **27% trial-to-paid subscription conversion**.
- **Client Onboarding:** Managed onboarding and implementation for **10+ enterprise clients**.

CRAZYTOK MEDIA

Singapore, Singapore

Growth Marketer

Jan 2023 - July 2023

- **Engagement & Optimization:** Increased **website engagement by 25%** through content optimization initiatives.
- **Client Management:** Managed **10+ digital projects** with a **90% client satisfaction rate**.
- **Lead Generation:** Pitched solutions to **300+ prospects** with a **10% conversion rate**.

BINDAL EXPORTS

Surat, Gujarat

Brand Manager

Jan 2022 - Jan 2023

- **Lead Generation:** Pitched solutions to **300+ prospects** with a **10% conversion rate**.
- Boosted e-commerce revenue by 15% via SEO improvements across 300+ SKUs.
- **Team Leadership:** Led a team of 4 to optimize digital operations.

EDUCATION

ESADE Business School & Law School, Ramon Llull University

Barcelona, Spain

Master of Science in Marketing Management (#7, QS 2024)

Sept 2023 - Oct 2024

- **Class Representative, 23-24**
- **International Study Tour – Fashion & Luxury Management | SDA Bocconi, Milan**

Projects (student consultant):

- **ZEISS Vision** | Executed ZEISS's "Colour Your World" campaign, integrating OOH and social media with impactful messaging.
- **Debic, Friesland Campina Professional** | Developed an omnichannel strategy with the waterfall methodology to achieve an 8% volume increase in the Spanish market within a limited 100k€ budget.
- **Bella Aurora** | Led brand strategy for the Spanish market, conducting analysis, diagnosis, and proposing 4 objectives with 8+ tailored strategy. Presented findings to the director.

AURO UNIVERSITY

Surat, Gujarat

Bachelor of Business Administration

2019 - 2022

SKILLS

- **Communications Strategy, Content Development, Client Servicing, Event Management, Research & Consumer Insights, Campaign Execution, Community Building, Social Media Marketing, Sales, Business Development.**
- **Tools/Platform:** Mailchimp, Google Trends, SEMrush, Hootsuite, Microsoft Office, AirTable.