



SHRUTI KAPOOR

MARKETING, COMMUNICATIONS & ADVERTISING

Campaigns • Social media • Content • Digital

Ivanhoe, Melbourne VIC | +61 405 516 772 | iamshrutikapoor@gmail.com | [LinkedIn](#) | [Portfolio](#)

[VIEW CAMPAIGNS, WEBSITES & SOCIAL WORK](#) → shrutikapoorportfolio.com

PROFESSIONAL PROFILE

Marketing and communications professional with hands-on experience delivering integrated campaigns, websites, social content, paid media, events and lead-generation activity. Combines creative execution with audience insight, analytics and practical coordination across disability services, financial services, recruitment technology, fashion and gifting. Currently completing a Master of Marketing at RMIT University.

CORE CAPABILITIES

Integrated campaign coordination • Social media strategy • Content creation • Advertising & paid media • Copywriting • Website management • SEO & lead generation • Email marketing • Events & activations • Market research • Analytics & reporting • Stakeholder coordination

PROFESSIONAL EXPERIENCE

MARKETING COORDINATOR

Jul 2025 – Jul 2026

Sterling Care Australia

- Coordinated end-to-end marketing across website, search, paid social, email, content and community channels for an NDIS provider.
- Built and maintained WordPress service pages, SEO content and lead-capture journeys, making service information clearer and easier to navigate.
- Planned Google Ads and Meta campaigns, developed creative assets and reviewed performance to support enquiries and business growth.
- Created brochures, flyers, social campaigns, video content and copy while coordinating photographers, videographers and external suppliers.
- Planned exhibitions, networking activity and a Brimbank Shopping Centre activation, supporting lead capture and local brand awareness.

DIGITAL MARKETING & WEBSITE CONSULTANT

2025 – Jul 2026

Heritage Wealth & Finance

- Planned, designed and launched a Squarespace website for a financial-services business, from content strategy through implementation.
- Structured service pages, calculators, enquiry forms and conversion pathways to create a clear, trust-led customer journey.
- Developed website copy, SEO improvements and launch content aligned with visibility and lead-generation objectives.

SOCIAL MEDIA COORDINATOR

Oct 2024 – Mar 2025

ApplyKart

- Created platform-native TikTok and Instagram content across interview education, career advice and workplace-humour pillars.
- Developed calendars, hooks, captions, scripts and short-form videos designed for reach, saves and engagement.
- Contributed to high-performing content, including an interview-education video that exceeded 141,000 views.

PROFESSIONAL EXPERIENCE CONTINUED

MARKETING & BRAND COORDINATOR2024 – 2025

KnitNap

- Supported website development, campaign planning and digital marketing for a fashion and lifestyle brand.
- Planned social content, paid promotions, product launches and community engagement across Instagram and Facebook.
- Coordinated product photography, video shoots, graphics and exhibition activity to support awareness and sales.

MARKETING & SOCIAL MEDIA COORDINATORMay 2021 – May 2024

Blooms & Baskets

- Managed Instagram and Facebook marketing for a custom gifting and hamper brand.
- Planned occasion-led campaigns, product storytelling, promotional offers and direct customer communications.
- Created and styled product photography, Reels, graphics and seasonal campaign assets.

MARKETING COORDINATOR & SALES ASSISTANTAug 2022 – Apr 2023

Feathers at MYER

- Supported retail promotions, visual merchandising and customer engagement in a fast-paced fashion environment.
- Used customer insight and product knowledge to make personalised recommendations that supported sales and repeat business.
- Shared frontline observations on customer preferences, product response and promotions to inform merchandising decisions.

EDUCATION

MASTER OF MARKETING2025 – Present

RMIT University, Melbourne

- Coursework includes digital marketing, marketing communications, consumer behaviour, research, strategy and analytics.

BACHELOR OF COMMUNICATION (ADVERTISING)2022 – 2025

Deakin University, Melbourne

- Major in Advertising, with practical experience in campaign development, creative strategy and communications.

TOOLS & CERTIFICATIONS

Adobe Creative Suite • Canva • WordPress • Squarespace • Google Ads • Meta Business Suite • Google Analytics 4 • Looker Studio • Mailchimp • Microsoft Office • Excel • LinkedIn Campaign Manager

Google Analytics Certification • LinkedIn Advertising Fundamentals • Marketing with Canva

VIEW CAMPAIGNS, WEBSITES & SOCIAL WORK → shrutikapoorportfolio.com