



SOPHIE KAPOOR

Legal name: Shruti Kapoor

MARKETING, COMMUNICATIONS & ADVERTISING

Campaigns • Social media • Content • Digital

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PROFESSIONAL PROFILE

Marketing Coordinator with hands-on experience taking campaigns from brief to launch across websites, social, paid media, email, events and lead-generation activity. Combines clear copy and creative execution with content planning, stakeholder coordination and performance reporting. Delivered a 141,000+ view short-form video, launched a financial-services website and coordinated integrated marketing for an NDIS provider. Currently completing a Master of Marketing at RMIT University.

CORE CAPABILITIES

Campaign delivery & content calendars • Social media & community management • Copywriting & content creation • Website CMS & SEO • Paid media & lead generation • Email marketing • Events & activations • Analytics & reporting • Stakeholder, supplier & approval 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 tracked performance to support enquiries and ongoing optimisation.
- Managed content schedules, approvals and delivery of brochures, social assets, videos and campaign copy while coordinating external suppliers.
- Planned exhibitions, networking activity and a Brimbank Shopping Centre activation, supporting lead capture and local brand awareness.

DIGITAL MARKETING & WEBSITE CONSULTANT

Jan 2026 – Jul 2026

Heritage Wealth & Finance

- Owned the planning, content structure, design and launch of a Squarespace website for a financial-services business.
- Structured service pages, calculators, enquiry forms and conversion pathways to create a clear, trust-led customer journey.
- Wrote website copy, implemented SEO improvements and created 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.
- Built content calendars and produced 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 COORDINATOR

2024 – 2025

KnitNap

- Coordinated 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 COORDINATOR

May 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 ASSISTANT

Aug 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 MARKETING

2025 – 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

- Completed with a major in Advertising; degree awarded 12 February 2026.
- Developed 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

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