

Nikhil S Kapur

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EDUCATION

University of Miami | Coral Gables, Florida

Bachelor of Business Administration in Business Technology | Minor in Marketing | May 2025 | GPA: 3.8

- **Relevant Coursework:** Brand Management; Applications of AI in Marketing; Marketing for Entrepreneurs
- **Projects & Awards:** GTM Projects: Bombay Bevs, MoodMist; Dean's List All Undergraduate Years

WORK EXPERIENCE

Retail Intern - International Markets | Skechers | Manhattan Beach, CA | *May 2024 - August 2024*

- Collaborated with over 10 international franchise partners to analyze foreign markets (representing 65% of Skechers' sales), then improved in-store performance by identifying and promoting top-selling shoes for each market
- Assisted in road-mapping initiatives for the planning department and completed the development of strategic product timelines 9 months in advance for over 500+ SKUs, resulting in improved retail operations flow for the merchandise buyers
- Analyzed international retail markets to identify customer preferences and regional trends, pinpointing stores outperforming their pro forma revenue projections by 30% to 74%, and presenting strategies to replicate the success of top performers as new stores open

Product Marketing Intern | Tevora | Irvine, CA | *July 2023 - September 2023*

- Pioneered data-driven WebFlow design strategy, increasing website conversion rates by 25% through innovative UX solutions that prioritized user engagement to lead to more customer leads for active sales engagements
- Conducted A/B testing on email marketing campaigns to evaluate subject lines, design layouts, and CTAs; applied findings to optimize performance, resulting in a 15% increase in open rates and a 20% boost in click-through rates, while contributing to overall improvements in lead quality and campaign engagement
- Acted as a liaison between the marketing team and other departments, facilitating effective communication and guiding the integration of departmental goals into marketing strategies to ultimately be launched in Q3

Finance & External Marketing Intern | Prospera Hotels | Orange, California | *June 2022 - August 2022*

- Developed financial analysis skills with Sheets using revenue & cost metrics to analyze the profitability of current hotels and forecast how to best allocate financial capital from that point forward, keeping seasonal conditions in mind
- Gained hands-on operational experience and direct customer insights at hotels in the Disneyland/Anaheim area and applied that experience by developing and executing targeted marketing strategies for these properties
- Fostered collaboration and improved operational efficiency by organizing workflows utilizing Notion & Google Suite tools, ensuring the execution of daily responsibilities across all departments

LEADERSHIP EXPERIENCE & ACTIVITIES

Venture Consultant & Project Lead | The Launch Pad | Coral Gables, Florida | *August 2024 - May 2025*

- Collaborated with 12+ student and alumni startups to develop strategic business models and refine pitch presentations, resulting in viable ventures gaining early-stage traction and interest from potential investors
- Represented the LaunchPad at the eMerge Startup Roadshow, observing a high-impact startup competition and networking with business leaders to identify emerging trends and opportunities for future collaboration

Vice President of Marketing & Alumni Relations | Delta Sigma Pi | Coral Gables, Florida | *December 2022 - December 2023*

- Coordinated and managed a comprehensive alumni database through Excel, ensuring accurate and up-to-date contact information for over 100 Delta Sigma Pi alumni, utilizing this database to enable targeted alumni outreach efforts
- Established and maintained relationships with key alumni voices, leading to increased connection between current and previous members, growing our database by over 40%

KEY SKILLS & INTERESTS

Interpersonal & Communication	Professional & Technical	Extracurriculars
● Personal/Product Marketing ● Competent in AI Automation ● Strategic Thinking ● Leadership ● Adaptability	● AI Tools: N8N, Loveable, Airtable ● Proficient in Web Development ○ Webflow, Wix, Squarespace ● Experience in Hubspot + Monday ● Experience with GSuite/MS Office	● Google Student Developer Club ● Delta Sigma Pi ● UM Club Tennis ● Surfrider Foundation ● Immersive Spanish (B1 Level)

