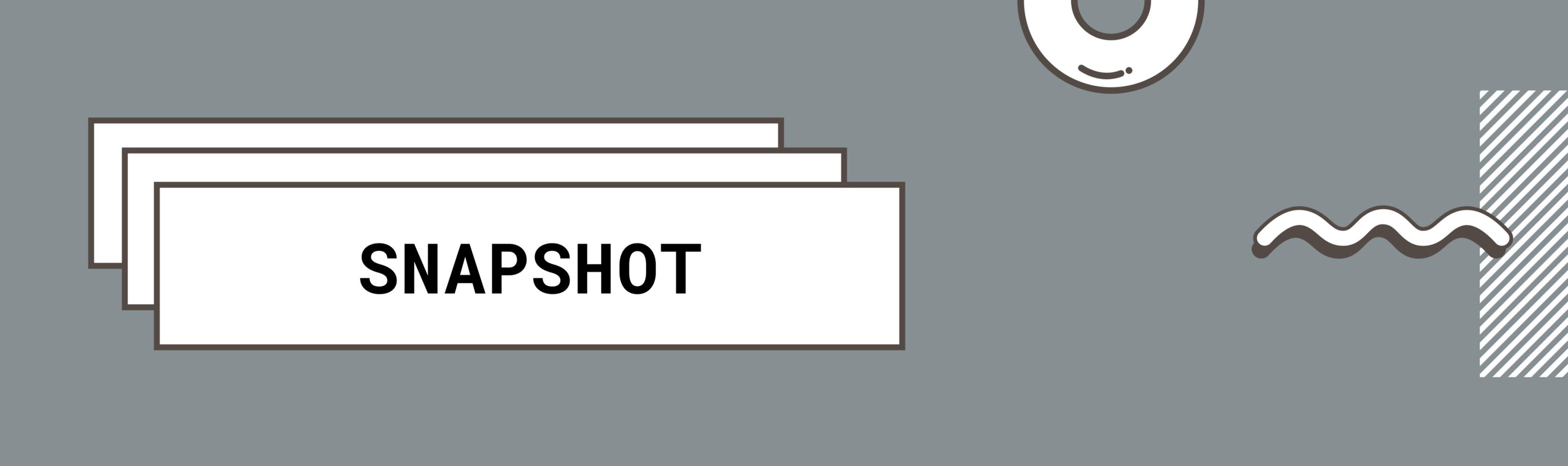


NIKITA

The Inadvertant Leader



SNAPSHOT

From helping build a brand new agency from the ground up, to setting up a new market for a decade old one. I have had the opportunity to witness and assist as an agency is acquired by a group as well as when an independent agency became a group. I have broken closure records of a globally award winning business. Recently won a Cannes for a campaign in the metaverse Heck, I have even managed one of India's largest FB/Twitter communities on her own. But, personally I have never strived to lead, it has all happened rather accidentally. What I can humbly say is that with every role I always bit off more than I can chew. I was drawn to the uncomfortable. I am happiest when I see those whose careers started before my eyes, prosper and take strides in their professional journey.

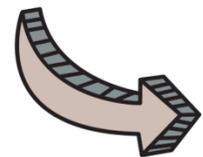
- CANNES LION 2022
- SUPERWOMAN 2019
- 30 UNDER 30 SOCIAL MEDIA 2017
- WOMAN OF WORTH 2019
- SHE AWARD WINNER 2020



Career Roadmap

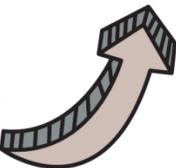
WATCONSULT

Management
Trainee



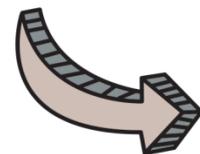
**RELIANCE
DIGITAL**

Asst Manager -
Social Media



WATCONSULT

BD Manager



**HOWL
DIGITAL**

Director -
Operations



TPM

Business Head



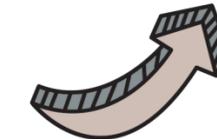
GOZOO P

Director Brand
Solutions



ADIDAS

DIGITAL ACTIVATION -
EMERGING MARKETS



SOME OF THE BUSINESS I'VE CONVERTED



Testimonial



SANCHITA JOHRI

Director Digital
Activations Adidas

Nikita is one of the smartest people I've met and I was blessed to have her on my team. She is self-motivated, knows how to navigate the complex and simplify the complicated. She's a team player, extremely dependable and a fabulous person. A great combination of high EQ and IQ make Nikita a force to reckon with as she knows how to step into the shoes of the soldier or the general basis the task at hand. Nikita is someone who can help you achieve a vision by understanding it and then defining and executing the foundation required to make it come alive, she can equally define a vision and deliver turn-key. A combination of diligence, perseverance and performance, Nikita is truly a shining star.

Testimonial



Nikita was hardworking enthusiastic and very focused in her time at WATConsult. Her efforts resulted in many large account wins and also in boosting the morale of the entire business development team. She is enterprising and a self starter and needs very little guidance and she is always coming up with solutions to all aspects of business challenges

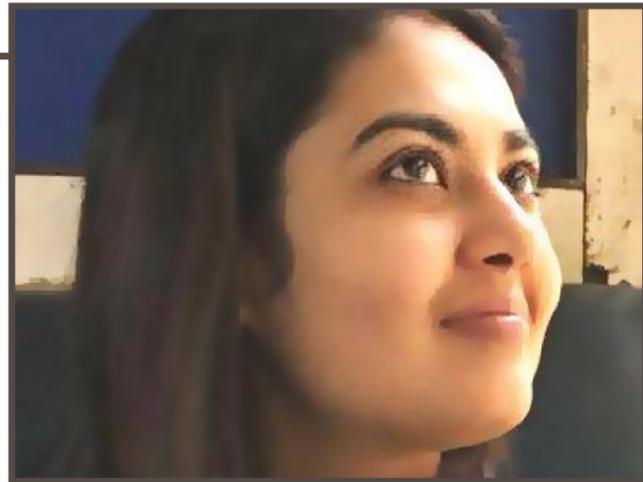
RAJIV DINGRA

FOUNDER & CEO RD&X

Network

Ex-CEO WATConsult

Testimonial



POOJA JAIN

CEO Thought Pot
Media

Nikita is a very talented individual with a penchant for tackling new projects. She has always chosen to be part of projects which allowed her to take up new challenges and stay ahead of her field. She has consistently performed her duties with a focus and dedication. She goes the extra mile by doing more than expected.

One quality for which I appreciate Nikita very much is her mentoring skills which are outstanding and due to this, she has helped build the team while at Thought Pot and during her past. With his attention to minute details and great care, she has saved her team from taking a wrong approach in implementation and hence saved their time and effort. There's a sense of possibility of a solution in her attitude, and hence she can implement difficult modules with her perseverance to reach the solution.

I wholeheartedly recommend Nikita as a 30 under 30 in the Leadership category. She has helped me with Thought Pot Media and now helping Gozoop grow in Delhi as well.



ADIDAS

TAMING THE LION IN THE METAVERSE

Our efforts delivered a Silver Cannes Lion for our "OZWORLD" Campaign - ([CASE STUDY](#))

As BAU I oversee the most impactful activation of over 200 campaigns across 79 countries in a year. Delivering 100+% growth on e-commerce when all other markets are either in the red/ lower double digits. Working with diverse tech and marketing maturities

RESPONSIBILITIES

Strategically crafting plans to work for diverse customers spanning cultural, generations, locational as well as financially diverse backgrounds to deliver .com and App performance of campaign. Content efficiency. Owning the calendar planning for all the 79 locations.

IN PROGRESS

Constantly chasing the goal of tech parity amongst all countries in the Market I manage. Helping activate the right spocs locally as well as globally to facilitate the tech capabilities countries in EM do not have.



WHERE NO GOZOOPER HAS GONE BEFORE

Set up the Delhi operations and office. Gotten brands like British Council, Ogaan, OPP0 and Mothercare. Growing it into a key geography for the agency

RESPONSIBILITIES

P&L Management, Business Development, Strategy, New Business Closure, Brand Solutions, Team Management, Operations

IN PROGRESS

Won key clients like Zee Tv, InterMiles - British Council and OPP0. Set up business protocols to streamline the process. Lead Qualification markers and tests to increase qualified lead efficiency by 30% and manages a 50% conversion rate.



GOZOOP

GOZOOP

HOWL Digital

STARTING A START UP

1st employee. Team growth 0 to 25. Business growth 8 brands. All hats, all the time. The agenda was to be a partner. Imagine KPMG+Ogilvy.

RESPONSIBILITIES

HR, BD, Operations, Admin, Accounts et al.

ACHIEVEMENT

Reaching sustainability for a new agency that starts in 2017 is not easy. The only way to do it is, sleepless nights and perseverance





WATConsult Inning #2

THE MANAGER WITH THE "BDE"

Closed international brands, broke a decade long runrate by achieving 12 closures in a quarter.

RESPONSIBILITIES

Client Relationship building, Pitching, Negotiation, Contract Closures, P&L management, Business Forecasting.

BRANDS – HONORABLE MENTIONS

HUL(7+), DBS Bank, Starbucks, Brussels Airlines, Emirates NBD, Mumbai Indians - Many many many more.



Powered by Isobar





**Reliance
Digital**

100%+ RESULTS

Handled media spends of 2.4Cr annually. Bettered ROI on each benchmark over a 100% Engagement, Reach, Fan growth, CTRs as well as Video views. The growth was 100% + not just for paid, but also organic. This is when FB is reduing it's organic reach!

RESPONSIBILITIES

Campaign planning, media spends, Business + Digital marketing alignment. Events, Contests, Celeb interactions as well as brand deals.

THE NUMBERS

2Mill to 4.15 Mill on FB. 15k lead gen in 60k spends on FB in 20 days. Kicked off Twitter ads.



WATConsult

"THE KID WITH THE MOST BRAND"

Within the first 6 months I was handling 4 brands single handedly as well as assisting on 2 more

RESPONSIBILITIES

Content, Execution, Client Servicing

BRANDS

Volini, Babycell(award won), Gala Home Cleaning, Wockhardt Hospitals, Bestseller group



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SILVER CANNES LION

Press Links +
Awards

<https://info.canneslions.com/the-cannes-lions-2022-official-wrap-up-report/data-tech-and-innovation>



Presents

GLOBAL W.O.W. ACHIEVERS

18th February, 2021 | Taj Lands End, Mumbai



NIKITA MALHOTRA

Group Director - Brand Solutions

Gozoop Online Pvt Ltd

A firm believer in Results & Revenue render words superfluous. She has been responsible for P&L and growth for most of her career. Don't sell, solve a problem, the sale will happen on its own is the approach she takes to any conversation. She has worked with over 500 brands and hit a century of closure with various teams in her career. Nikita's interests lie in building business' and brands. She has a firm understanding of most industries owing to the industry agnostic nature of her work but enjoys Tech, B2B and Entertainment the most. Having helped set up new branches and entirely new marketing agencies her next goal is to help create a group. In her down time she enjoys fantasy books and over the weekend practices the art of Tarot as a Master.



GLOBAL WOMAN OF WORTH ACHIEVERS - 2021

Press Links + Awards



WINNER
2021



**NIKITA
MALHOTRA**

Director - Brand Solutions
Gozoop Online

AGENCY LEADER - SOCIAL MEDIA
SUPERWOMAN 2021

Press
Links +
Awards

THIS CERTIFICATE IS AWARDED TO

**NIKITA
MALHOTRA**

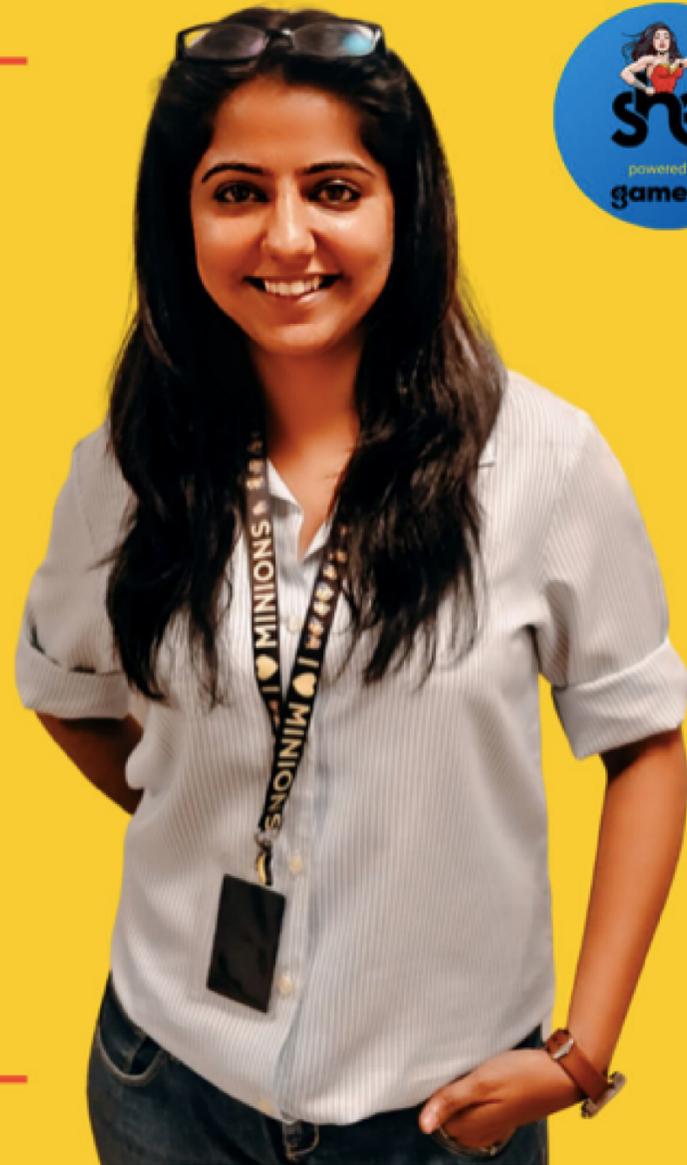
for her inspiring and remarkable contribution in the field of **Business Development**. Agency Reporter applauds your efforts in challenging the status quo and emerging as a winner, against all odds.



Rahul Puri

EDITOR IN CHIEF

 Agency Reporter



SHE AWARD FOR BUSINESS

**AGENCY
REPORTER**

DIGITAL TRANSFORMATION

LINKEDIN



LinkedIn LEARNING
Certificate of Completion
Congratulations, Nikita Malhotra

Digital Transformation
Course completed on Jun 01, 2021 at 10:07AM UTC • 47 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

David Roberts
Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AUrRfwa80GB-klSEuriSTF41F9ZP



**BUSINESS WON -
ESKE PARIS**

<https://www.socialsamosa.com/2017/11/howl-digital-agency-eske-paris/>

CAMPAIGN - ROSTAA

<https://www.socialsamosa.com/2017/06/rostaasedua/>

CAMPAIGN - STARBUCKS

<https://www.socialsamosa.com/2013/12/social-media-strategy-review-starbucks-india/>



**Press
Links +
Awards**

The background is a solid grey color. It features several decorative elements: a white wavy line in the top-left corner, a white circle with a smaller inner circle in the top-right corner, a square with diagonal hatching on the left side, a square with diagonal hatching on the right side, and a white wavy line in the bottom-right corner. In the center, there are three overlapping white rectangular boxes with dark brown borders. The text "THANK YOU" is centered within the innermost box.

THANK YOU