

Namita Kumar

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EDUCATION

Nanyang Technological University, Singapore
BFA (Hons) in Digital Filmmaking
Minor in Communication Studies

Aug 2016 – May 2020

WORK EXPERIENCE

Designer (Product), The Business Times

Jan 2020 – May 2020

- Used Google's Sprint design thinking framework to solve BT's problem of low student audience engagement.
- Conducted user research, generated reports using Google Analytics, identified pain points and insights from the reports.
- Prototyped and tested our solution – a Google Chrome extension using InVision and Adobe XD.

Creative Intern (Content team), TBWA\ Singapore

May 2019 – Jul 2019

- Conceptualized and created always-on content (videos, gifs, illustrations, carousel ads, short-form copy, motion graphics) for multinational clients like Standard Chartered, Singapore Airlines, Singapore Tourism Board and Hilton.
- Developed a B2B campaign for TBWA SG's social media in collaboration with Brand, Strategy and Data interns, aiming to connect the agency with potential clients.

Marketing Intern (Creative), Singapore Press Holdings

Nov 2018 – Jan 2019

- Created and executed the social media content calendar for SPH Radio's Money FM 89.3.
- Edited videos and podcasts, updated the website and monitored performance on Google Analytics.

VOLUNTEER EXPERIENCE

Marketing Associate, Enactus

Aug 2018 – May 2019

- Created a website, wrote the UX copy and analyzed metrics on Google Analytics for strategizing further.
- Generated compelling content for social media, increasing audience engagement by 20%.
- Liaised with clients like Unilever, Rotaract, Ministry of Education etc. to plan workshops for 6,000+ participants.

SELECTED PROJECTS

Start-up (Mock Project)

Jan 2020 – May 2020

- Created the prototype and business plan for a mobile app which uses the 'bite-sized IG story' format to deliver news.

Interface Design (Mock Project)

Jan 2020 – May 2020

- Redesigned the maps outside SMRT station gantries to make them interactive and more elderly inclusive.

LEADERSHIP

NTU Debate Society

Vice President

Aug 2018 – Aug 2019

Design & Publicity – Head

Aug 2016 – Aug 2018

- Facilitated planning, implementation and evaluation of duties for a cross – functional 50+ member team.
- Boosted financial backing by 100% in 3 years by orchestrating the design and publicity for international debate championships.

SKILLS & CERTIFICATIONS

Adobe Creative Cloud –

After Effects
Illustrator
Photoshop
Premiere Pro
Audition
XD

Certifications –

Google Analytics
Google Ads (Video)
Facebook Digital Marketing Associate (ongoing)
HubSpot Content Marketing
Google Digital Marketing
YouTube Channel Growth

Other software –

Pro Tools
Figma
InVision

Additional Languages –

Hindi (native)
Tamil (intermediate)