



# CNCT SOCIAL

CREDENTIALS DECK



# **Nikhil Arora, Digital Brand Architect**

**10 years in the marketing domain - Digital Marketing, Brand Building, Public Relations expert and Growth Hacker.**

**Substantial experience in Building Food & Beverage concepts, Consumer Technology products, Financial Services, Co-working spaces and Music.**

**Get in Touch**

**Call - +91 9892158923**

**Email - [nik.arora85@gmail.com](mailto:nik.arora85@gmail.com)**

# Services Offered



**Digital Marketing  
Plan & Strategy**



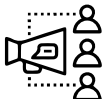
**Social Media  
Marketing**



**Content  
Marketing**



**Online  
Advertising**



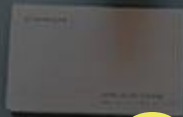
**Public  
Relations**



**Media  
Relations**



# Ongoing Projects



# Night Club Brigade

LILT, Lower Parel  
Barrel & Co, Andheri West  
The XII Floor, Malad  
Barrel Mansion, Vile Parle

End to End Social Media Management for these night clubs, event promotion, Social Media Campaigns.

Offline branding – design collaterals – Menus, tent cards, innovative box designs.

Social Media Influencer program for The XII Floor.

Complete Social Media promotions program for these clubs



# Famous Working Company



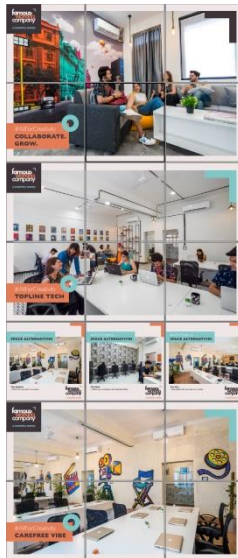
Co-working Space by Famous Studios

End to End Social Media Management for the co-working space right from the inception.

Lead Generation Campaign, Brand Building on Social Media.

Community development and complete creative support to Famous Working Company.

Offline branding – design collaterals for various training programs.



# Chart Advise

A Premier Investment advisory, portfolio management and training firm.

**Objective - increase attendance in Technical Training programs and clientele.**

**Brand Redesign – online and offline.**

**End to End Digital Marketing – Lead generation, thought leadership, content development and marketing.**

**Offline branding – design collaterals for various training programs.**



## REAL-TIME MARKET MASTERY

POINTED, PRACTICAL AND PROFITABLE!

### OVERVIEW

The environment in which the market operates is not the same anymore. It is being influenced by a variety of factors most of which are beyond our control. As practitioners of Technical Analysis we believe that following the price movements of liquid asset classes one could engage with the financial markets better. Be it Equity, Derivatives, Commodity or Currency one could always benefit using Technical Analysis.

### WORKSHOP

Preparation

- Sharpen your Technical Analysis skills
- Develop Profit Making systems using TA Tools

LOW FEE! ONLY AVAILABLE. CALL TODAY TO GET MORE INFO.

8775800688 | 8775825185 | WWW.CHARTADVISE.COM | SUPPORT@CHARTADVISE.COM



# Trading Strategy Conclave

Chart Advise Annual Traders Seminar

**Objective – Fill the seats with enthusiastic traders and sell Chart Advise products**

**Brand Redesign – online and offline.**

**End to End Digital Marketing – Lead generation, YouTube campaign, Display campaign**

**We sold all 100 seats 20 days before the event.**

**We spent a total of Rs 13,000 to get 100 people in the house.**



#### OUR SPEAKERS







# Vivanta Hospitality

Kook, Kilo King and Vivanta Catering Services-

Complete brand design, collateral development and business development project for the three brands

Kilo king new year campaign amassed over Rs 1 lakh building in one weekend. Using all digital marketing platforms.

Conceptualised food festivals and executed them end to end.

In just 3 months we have elevated the brand personality of kook and kilo king

A person is working on a laptop. The laptop screen displays the word "MARKETING" in large, bold, white letters. The person's hands are on the keyboard, and they are wearing a black watch on their left wrist. The background is a blurred office or workspace. The text "Some of our best work" is overlaid in the center in a bold, yellow font.

**Some of our  
best work**



# OPA Hospitality

**Bombay Food Truck, Le café,  
Hotel Jewel of Chembur, Moksha and more**

**End to End Digital Marketing for OPA  
Hospitality – Social Media Management,  
Website development, Brand Building and  
Sales Pipeline.**

**Blogger and Influencer Management for  
Bombay Food Truck and Le Café**

**Established interesting food concepts like  
Poutinewalla and Room Service to enhance  
OPA Hospitality profile and service offering.**

# OPA Hospitality More

Established Bombay Food Truck as the most renowned brand in the food truck market in India – thanks to its Online Brand presence and offline presence.

- *11000 Instagram followers.*
- *Verified page on facebook.*
- *Solid pipeline for events*

Elevated Le Café as an upscale all day dining bistro – introduced food festivals every month to establish thought leadership in the geocentric suburb –

- *Sold over 800 pizzas in Pizza Festival and 1200 waffles in Waffles & Pancake festival in a month.*





Michelin Star Chef Kevin Thornton has created an exclusive new dish for Camile:

### Kevin Thornton's INDOCHINE CURRY

Slow cooked intensely fruity, aromatic curry made with Indian spices, coconut milk, sirloin of Irish beef and brown and wild rice.



# Camile Thai - Ireland

**Established Camile Thai Kitchen as inspirational takeaway brand in Ireland.**

**Increased yoy sales on online channels from 25% to 40% with the help of a strong Social Media and Digital Marketing Campaign.**

**Executed a digital campaign with a Michelin Star Chef to deliver record sales for the brand with an integrated Marketing & Online Marketing campaign.**

**Establishes contacts with colleges to drive student brand ambassador program to drive sales for the outlets.**



# Foodlink

Foodlink Banquets & Catering,  
China Bistro, India Bistro and Glocal Junction

Complete social media control for the launch of  
Glocal Junction, Andheri social media,  
Bloggers and online web portals.

End to End social media management of China Bistro,  
India Bistro and Foodlink – Banquets & Catering.

End to End website development

- [www.chinabistro.in](http://www.chinabistro.in)
- [www.indiabistro.in](http://www.indiabistro.in)
- [www.foodlink.in](http://www.foodlink.in)

Manage external partners for promotion  
Zomato & Swiggy.

Blogger and influencer management for  
China Bistro & India Bistro



A dark, atmospheric photograph of a concert crowd. The foreground is filled with the silhouettes of people's heads and raised hands, suggesting a large gathering. In the background, there are faint, glowing lights, likely from a stage or DJ booth, creating a bokeh effect. The overall mood is energetic and vibrant.

# **Love for music & digital marketing**

# Trance Hub & EDM Bytes

▶ TRANCE HUB

TranceHub is a global music community catering to Trance music lovers across the globe, bringing you what's new and hot in the scene. Get in touch - info@trancehub.com

ARTICLES

LISTS

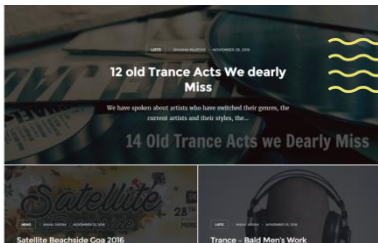
NEWS

CREAM IDEA 2016

MUSIC

EVENTS

CONTACTS



Establish and run India's largest community of Trance fans for over 11 years – Trance Hub.

- 4 lakh page views a year,
- over 16000 Twitter Fans,
- 19000 Facebook fans and
- over 5000 Instagram fans.

A platform for the latest in Trance and Progressive Music around the world. Interviewed all top Trance artists in the world – Armin Van Buuren, Above & Beyond, Paul Van Dyk, Paul Oakenfold and the list goes on.

Events – Established and Curated trance events in India, Czech Republic and Ireland for trance music fans with solid following – used digital mediums to propel sales and attendance at these events.

Launched world's first dance music news app – EDM Bytes – EDM News in 60 words with over 5000 downloads.



A dark, semi-transparent background image showing a business meeting. In the center, two hands are shaking in a firm grip. Surrounding the handshake are various office items: a laptop keyboard, a clipboard with a document, a coffee cup on a saucer, and some papers with charts or graphs. The overall scene suggests a professional agreement or partnership.

# Public Relations highlights

# The Public Relations Stint

Extensive Experience in Public Relations management for established Consumer Technology Brands – Creative and Razer – Product Launch, Product Reviews and ongoing PR campaigns.

Solid Experience in dealing with Media for Listed IT clients – Firstsource Solutions, Persistent Systems, Cable & Wireless and BlackBerry

Established Digital Footprint for Western Digital – the global leader in storage technology



# Social Media Links



<https://www.linkedin.com/in/nuanse>



<https://www.facebook.com/nuanse>



<https://twitter.com/nuanse>



<https://www.instagram.com/nuanse0/>

A person with blonde hair is seen from behind, working on a laptop. The background is a blurred office or workspace. Overlaid on the image are numerous circular icons representing various digital concepts: a shopping cart, a group of people, a share symbol, an envelope, a smartphone, a globe, a Wi-Fi symbol, a gear, a camera, a speech bubble, and a padlock. The text "Thank You" is prominently displayed in the center in a bold, yellow font.

**Thank You**