MYRA AGGARWAL

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SUMMARY

MSc. International Marketing Management graduate with experience in social media, events, B2B media sales across fashion-tech, edtech and publishing. Led a run club and coffee rave event for fashion-tech start up, and had a conversion rate of 25% for advertisers at the Times Group. Skilled in content creation, community growth, campaign strategy, consumer research and AI video production with a focus on measurable commercial results.

WORK EXPERIENCE

Brand and Marketing Advisor | FutureCare UK Ltd., Leeds **Jul 2026 – Present**

FutureCare UK Ltd. is an AI powered indoor air quality monitoring startup.

- Turned complex air quality sensor technology into accessible short form content, producing AI avatar videos in ElevenLabs featuring the founder, explaining data informatics for social media and an industrial symposium.
- Provided input on product landing page to communicate the technology's value to the stakeholders.
- Retained by the founder after the University of Leeds Global Industry Programme to manage brand's marketing.

Marketing Intern | Restart London, London **Jun 2026 – Aug 2026**

Restart London is an early stage fashion-tech startup for everyday merchandise.

- Led a run club and coffee rave event bringing together 50+ attendees and generating extensive Instagram coverage.
- Developed marketing strategy aligned to distinctive brand identity with reach over 15000 views within 1 week.

Head of LinkedIn and Community Growth | InStudents, Leeds **Oct 2025 – Dec 2025**

InnStudents is an educational organisation supporting international students in rural India to study abroad.

- Strategised content to grow the founder's LinkedIn following from 2000 to 6000+ in 3 months covering founder stories, industry insights, student tips and event promotion increasing brand visibility.
- Promoted 15+ workshops and events through LinkedIn and community outreach with 100+ registrations per event.

Marketing and Sales Intern | The Times of India, Delhi NCR **Jun 2024 – Dec 2024**

The Times of India, part of The Times Group, is India's leading media group.

- Prospected 1000+ marketing heads across industries through dedicated outreach calls and emails, converting 25% into advertisers for display, native and interstitial ad formats on Times of India's digital platforms.
- Built tailored digital advertising proposals aligned to each client's campaign objectives, budget and target audience.
- Achieved a 60% conversion rate from outreach, registering 3000+ participants per event for flagship B2B events including the Times Now ESG Impact Summit 2024 and The Economic Times Retail Awards and Conclave.

Marketing Intern | Markt., New Delhi **Oct 2023 – Dec 2023**

Markt. is a boutique luxury marketing firm for emerging brands.

- Delivered an exclusive Art and Jazz Mixer for 40+ guests as part of 8 person team handling venue scouting, vendor outreach and event management.
- Created marketing strategies including 'Akhbaar' that reached 5000+ people and built brand awareness.

SKILLS

Commercial – Social Media Growth Strategy, UGC creator, Event Marketing, Campaign Planning, B2B Lead Generation, Client Relationship Management, Consumer Research.

Technical – Canva Pro, CapCut, LinkedIn Analytics, Instagram Insights, ElevenLabs, Adobe Photoshop, SPSS, RStudios, Office 365 (Word, Excel, PowerPoint)

Languages – English, Hindi, French

EXTRA CURRICULARS

Founder and Content Creator | DizzyDive (Instagram) **Mar 2026 – Present**

- Created content for a personal lifestyle brand with the reels achieving views 7x the account's follower count.
- Turned everyday moments into scripted short form stories and engaging content.

International Welcome Team Lead | University of Leeds **Sep 2026 – Present**

- Led a team of 15 delivering the arrival experience for incoming international students.
- Presented a live webinar on settling into Leeds to 200+ summer school students.

Co-Founder | SkySow, LUBS Entrepreneur Award 2026 **Feb 2026 – May 2026**

- Co-founded an agritech venture concept for sustainable urban farming.
- Selected in top 5% of 2000 applicants for the LUBS Entrepreneur Award.
- Secured £500 in seed funding through the University of Birmingham's Elevate Programme.

Head of Marketing | Wirtschaft- The Economics Society Motilal Nehru College **Jun 2022 – Jun 2024**

- Led a team of 10 running marketing campaigns for society events and current-affair content growing followers to 500 with the reach of 3000+ on reels.
- Organised the society's flagship event, Ecoverve and multiple speaker events.

EDUCATION

The University of Leeds, United Kingdom **Sep 2025 – Sep 2026**

MSc. International Marketing Management| Business Scholarship Awardee

Dissertation: Heritage Craft in International Marketing Management

Motilal Nehru College, Delhi University, India **Nov 2021 – Jun 2024**

BA (Hons.) Economics | Minor Degree in Commerce

Dissertation: Analysed Changes in India's Human Development Index after the 1991 economic reforms.

PROJECTS AND CERTIFICATIONS

Heritage Craft in International Fashion Branding | Dissertation

- Investigated how consumers respond when international fashion brands borrow traditional heritage craft designs and what drives the effect of perceived cultural appropriation on purchase intention.
- Designed a scenario-based Qualtrics survey of 200+ consumers across UK and India and tested mediation and moderation models in SPSS (Process Macro).
- Identifies brand authenticity as the key driver of purchase intention explaining 36% variance.

Social Media Marketing | Coursera

- Completed a certification covering social strategy, audience targeting, content planning and ROI measurement.
- Learned to use social listening to track brand sentiments and competitors to grow reach through UGC and influencer partnerships while choosing ad types to target audience and fixing underperforming platforms.

AI for Marketers | Coursera

- Completed a certification covering AI in content creation, predictive analytics, personalisation and workflow automation.
- Learned structured prompting for marketing content using DICE (Define, Identify, Craft, Evaluate) framework.