

GITIKA GIDWANI

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Passionate about storytelling, marketing, brand building and everything content, I am an English and Creative Writing student with a strong interest in **marketing, digital media, communications, community engagement and event management**. As the visionary behind Enactus BCU's national award-winning success in the UK, I thrive in dynamic environments that encourage innovation and impact. My experience spans across industries, from working at Questt (an ed-tech startup) to giants like **Unilever** to roles in **hospitality, travel, and tourism**. Additionally, my part-time work at a bar has deepened my understanding of alcohol brands and responsible consumption, fuelling my interest in **FMCG marketing**. Always eager to learn and experiment, I am actively seeking **graduate roles, internships, and placements** where I can apply my creativity and strategic thinking to drive brand success.

WORK EXPERIENCE

Global Digital Media & Commerce | Summer Placement: Marketing

June - September 2024

UNILEVER, UK & IRELAND

- Enhanced customer experience for **TRESemmé UK** and **Nexus USA** websites through SEO, user behavior analysis, and tools like **Virtual Try-On**, **Frontify**, and **Creative X**, improving engagement and brand consistency across digital platforms within **Beauty Tech**.
- Developed branded content for **Unilever's careers Instagram** and collaborated with **Unilever's Beauty Academy** to produce educational materials for beauty brands, contributing to key campaigns like **Dove D Well** and **Dove Dynamite**.
- Coordinated with product, analytics, and marketing teams across projects for global brands, leveraging tools such as **Google Analytics**, **HubSpot**, and **Adobe Creative Suite** to drive successful, aligned project outcomes.

President & Marketing Director

April 2023 – Present

ENACTUS BCU, UK & IRELAND & BOLLYPOP

- Designed and implemented **multi-platform marketing strategies** across Instagram, TikTok, and email marketing to boost **brand visibility, digital engagement**, and audience growth; increased membership to 300+ and positioned both societies as top-performing student-led brands on campus.
- Led strategic project management** for three social enterprise initiatives (*Saver Sizes*, *Water is Life*, and *Rebloom*), applying skills in **campaign planning, stakeholder communication, and performance analysis** to deliver measurable social impact aligned with **UN SDGs**.
- Acted as brand ambassador and spokesperson, delivering impactful presentations and pitch decks at corporate partner sites including HSBC, Unilever, and BDO; awarded for **community outreach, brand storytelling, and engagement excellence at institutional and national levels**.
- Secured sponsorships and funding through **pitch development, partnership building, and donor relations**, winning £1,400+ in grants; recognized with awards for **leadership, innovation, and marketing excellence**, including VPE of the Year, **Executive Officer's Award for community building and engagement** and **Team of the Year**.
- Founded and scaled BollyPop**, executing **event marketing, influencer outreach, and content marketing** campaigns to drive attendance (200+ consistently), foster **brand loyalty**, and cultivate a diverse, inclusive community through digital storytelling and experiential engagement.

Bar Staff & Customer Service

November 2023 - Present

BMUSIC- SYMPHONY & TOWN HALL

- Developed strong **consumer insight** and **communication skills** by engaging with 1000+ customers daily, enhancing understanding of **audience behaviour** and **brand perception**.
- Gained hands-on experience in live promotions and event-based **customer engagement**, contributing to skills in **community marketing**.

EDUCATION

English & Creative Writing, BA (Hons.)

May 2025

Birmingham City University, Birmingham

Higher Secondary Certificate

July 2022

Swaraj India Public School, India

SKILLS

TECHNICAL SKILLS

- Digital Marketing & Social Media Management
- SEO and Website Optimization
- Google Analytics
- Brand Asset Management (Frontify, Creative X)
- Cross-functional Collaboration Tools (Trello, Microsoft Teams)
- Event Planning & CRM Tools (HubSpot)
- Content Creation for Social Media: Instagram and TikTok
- Project Management
- Content Writing, Copywriting, Ghostwriting

SOFT SKILLS

- Leadership and Team Building
- Communication
- Creativity/Innovation
- Adaptability
- Problem-Solving
- Collaboration and Cross-functional Teamwork
- Strategic Thinking
- Strategic Marketing
- Time Management
- Empathy and Cultural Awareness
- Conflict Resolution
- Attention To Detail

PAST WORK EXPERIENCE & AWARDS

- Questt | Navigator for Learning:** Marketing, Content Writing & Community Building Intern
- Pixie & Pexels:** Outreach Director
- Swaraj India Public School:** Literary Secretary, Asst. Cultural Secretary
- SpotWrite:** Content Creator
- Spectrum of Thoughts:** Compiler
- Bmusic:** Bar Staff
- BollyPop:** Founder
- Imagine:** Author
- Most Improved Team '24:** Enactus BCU
- RSK & Schroder's Partner Competition Winner '24:** Enactus BCU
- Sabbatical Officer's Award: Community and Engagement:** Winner
- Team of the Year'24:** Enactus BCU (Finalist)
- Young Leader of the Year '24:** Finalist