

PORTFOLIO PRESENTATION

KANIKA SHARMA

Kanika Sharma – A Brief Profile

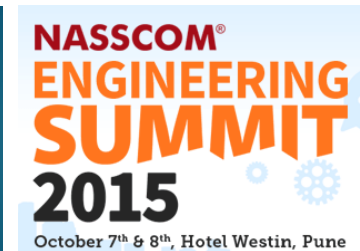
- A Writer in the Making – Believe in Continuous Evolution
 - A Journalism and Mass Communication Graduate who has earned Masters in Advertising and PR
 - Initiated career with several internships and paid trainings
 - Always believe that **'words' are swords** in our hands
 - Explored resourceful side of writing via Creative Writing Workshop at Sri Aurobindo Center of Arts and Communication
 - Published a poem in 'Inspired By Tagore' Anthology and a short story in Chicken Soup For The Indian Entrepreneur's Soul
 - Now, working towards an evolving Digital Media Professional in the social savvy world
-

Content Writing



Social Media Content

- Client – NASSCOM Events
- Requirement – Online Lead Generation
- Description – Promoting upcoming event, **NASSCOM's Events** via **Social Ads, Sponsored Posts, Google Ads**
- Solution – A/B Testing Ads, Monitoring Ads and Reviewing the Campaign's paid performance, Keeping track of leads



Social Media Content

NASSCOM Events **51** **Nasscom Events** **@NasscomEvents** **Following**

Ideate & get inspired with global leaders on innovation, disruption & #digital future at #NASSCOM_ILF. Register now! bit.ly/NILF_Register

Explara

Explara
FREE

Book online tickets for NASSCOM India Leadership Forum 2016 happening on 10 February 2016 at Mumbai, Off Western Express Highway, Santacruz East. Get event details, venue, ticket price and more on...

[View on web](#)

RETWEETS
5

LIKES
6



4:45 PM - 21 Jan 2016

NASSCOM Events **51** **Nasscom Events** **@NasscomEvents** **Following**

From #MobileMoney to investment planning, time for #innovation is here. Can this herald a new era in #banking? bit.ly/NILF_2016

RETWEETS
2

LIKES
4



4:00 PM - 10 Jan 2016



NASSCOM Events
Published by Sadhika Chawla | January 5 at 1:19pm

Wearables are the carriers of Internet of Things (IoT) revolution to the larger base. Will this disruptive innovation bring a new lease of life to the connected enterprises? Find out at the #NASSCOM_ILF's #HashtagSession.



NASSCOM India Leadership Forum 2016

NILF 2016 promises to be yet another thought provoking event centered on the theme of 'The Smart Enterprise – Transformative to Disruptive' - an idea whose time has come.

NASSCOM.IN

11,882 people reached

Boost Post

Like **Comment** **Share**

Deepika Prajapati, Jesingh Chauhan, Ganesh Hegde and 2,085 others like this.

Blogs

- Client - The Ponty Chadha Foundation
- Requirement – Online Reputation Management
- Description - Wrote Teacher's Day Special Blogs featuring the teachers of Mata Bhagwanti Chadha Niketan and highlighting the Wave of Change these teachers are bringing in the life of differently-abled

Teacher's Day Blogs

<http://www.thepontychadhafoundation.org/?p=1022>

<http://www.thepontychadhafoundation.org/?p=1011>

<http://www.thepontychadhafoundation.org/?p=1014>

<http://www.thepontychadhafoundation.org/?p=1017>

<http://www.thepontychadhafoundation.org/?p=1046>

Blogs

- Client - The Ponty Chadha Foundation
- Requirement – Online Reputation Management
- Description - Regular Content Creation and Improve Searchability for the client on ranking keywords

<http://www.thepontychadhafoundation.org/a-letter-a-day-connects-our-director-with-a-student/>

<http://www.thepontychadhafoundation.org/empowering-young-india-on-national-youth-day/>

<http://www.thepontychadhafoundation.org/an-inspirational-story-of-major-d-p-singh/>

<http://www.thepontychadhafoundation.org/learn-how-to-defeat-the-odds-with-pinki/>

<http://www.thepontychadhafoundation.org/mbcn-salutes-salman-khan-for-endorsing-special-needs-cause/>

Campaign

- Campaign - International Day for Persons with Disabilities on December 3, 2015
- Requirement - Increase visibility for the client during the World Disability Day
- Client – The Ponty Chadha Foundation
- Solution - Influencer Marketing Campaign on Twitter
- Live Coverage – Students broke the attitudinal barrier by visiting malls and office complexes in Delhi / NCR
- Amplified the event LIVE from Select City Walk, Saket

#IDPWDwithPCF Blogs

<http://www.thepontychadhafoundation.org/dismiss-disability-focus-on-different-abilities/>

<http://www.thepontychadhafoundation.org/dismiss-disability-focus-on-different-abilities/>

Influencer Marketing



Campaign

- Client – NASSCOM Events
- Activity Promotion – Amplified #NASSCOMTweatUp with Dave Carroll
- Personality initiated the #Viral phenomenon with a song **United Breaks Guitars** slamming United Airlines for breaking his guitar

NASSCOM Events
26 August 2015 · 🌐

Are you all set to participate in #NASSCOMTweatUp with Dave Carroll, the man behind 'United Breaks Guitar', today? Send in your questions on twitter.

NASSCOM
MarTECH
CONFLUENCE 2015
MARKETING DISRUPTED

Join **DAVE CARROLL**
Speaker, Songwriter, Social Media Innovator
For **#NASSCOMTWEETUP**
TODAY
5 pm (IST)

🔗 Share


Naveen Bhutani and Damini Arote like this.






Methodology



- Requirement - Gain traction on social
- Solution - Activated my Twitter Profile and targeted the marketers enthusiastic about the #viral marketing before the tweet chat
- Response – **70 Conversations** in One Hour








Looped in a Participant - Dr. Amit Nagpal






 **Kanu Sharma** @KanuSharma1910 · 26 Aug 2015
.[@DrAmitInspires](#) [#UnitedBreaksGuitars](#) created history in [#Viralmarketing](#). Join the man behind this [#video](#), [@DaveCarroll](#) for [#NASSCOMTweetup](#).

   1  

 **Dr Amit Nagpal, PhD** @DrAmitInspires · 26 Aug 2015 
[@KanuSharma1910](#) Thanks Kanu. Let me know the time :) [@DaveCarroll](#)

 **Kanu Sharma** @KanuSharma1910 · 26 Aug 2015
.[@DrAmitInspires](#) Frm 5-6 PM, [@DaveCarroll](#) will be a part of [#NASSCOMTweetup](#) & answer all questions related to [#storytelling](#) [#viral](#) [#martech](#)

   1  

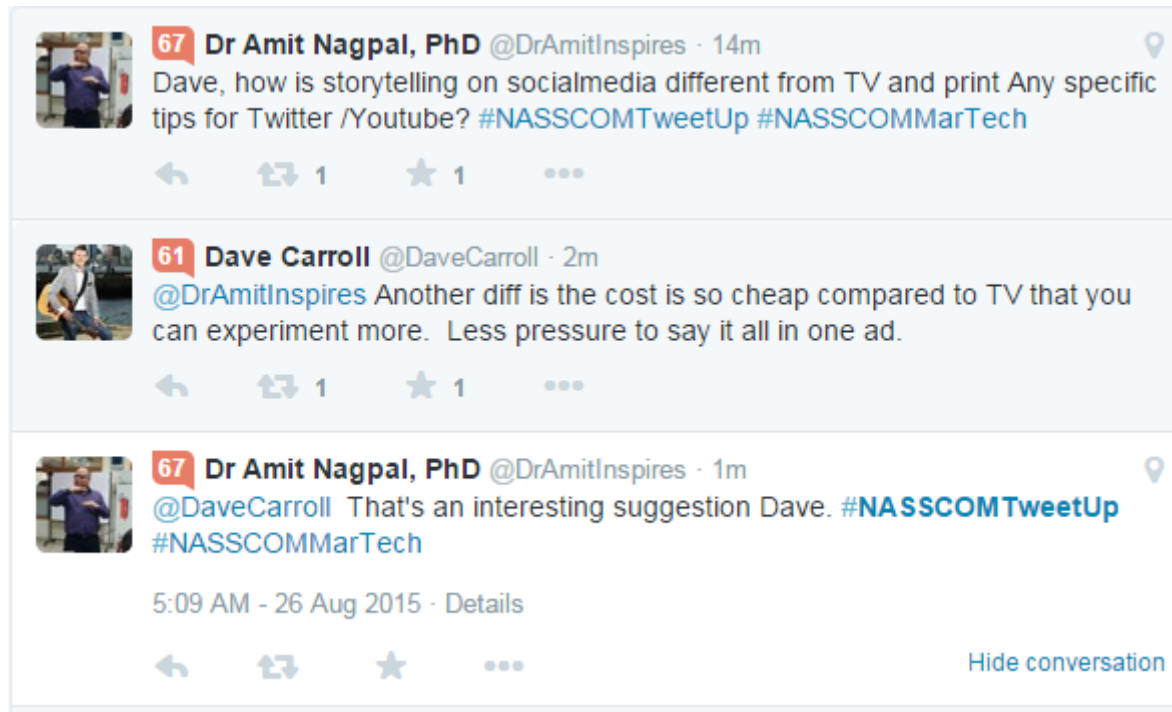
 **Kanu Sharma**
@KanuSharma1910

.[@DrAmitInspires](#) Dave is here for [#NASSCOMTweetup](#). Participate and get your answers from this [#viral](#) [#video](#) expert.

LIKE
1




His Tweet Chat Participation



He turned up for this Tweet-Chat and participated in an engaging conversation thread with Dave Carroll

From a Tweet-up Participant to a Delegate

 **70 Dr Amit Nagpal, PhD** @DrAmitInspires · Sep 4
It is all about giving compassionately without strings attached says @DaveCarroll #NasscomMartech #storytelling
👤 7 ⭐ 4 ⋮

 **70 Dr Amit Nagpal, PhD** @DrAmitInspires · Sep 3
Attending @DaveCarroll 's master class on #storytelling at ITC Grand Mumbai. I m loving it Dave #NasscomMartech #music
👤 3 ⭐ 2 ⋮

 **70 Dr Amit Nagpal, PhD** @DrAmitInspires · Sep 3
It must add value. Where it lies between ad and content it doesn't matter says @satyangajwani #NasscomMartech
👤 ⭐ ⋮

 **70 Dr Amit Nagpal, PhD** @DrAmitInspires · Sep 3
@ashoklalla Exactly Ashok. Startup is manifestation of a dream, branding is journey & bonding is destination. What say? #NasscomMartech
👤 ⭐ ⋮ [View conversation](#)

From a Delegate to an Evangelist



Dr Amit Nagpal, PhD
Storyteller (Dive deeper to know the rest of my story)

Follow

Marketing is Dead, MarTech is the New Mantra

Sep 9, 2015 | 269 views | 9 Likes | 2 Comments | [in](#) [f](#) [t](#)

Quotable Quotes and Key Takeaways

Martech, ITC Grand Central, September 3-4, 2015, Mumbai

For the first time, NASSCOM organised an event on Marketing Technology or the confluence of marketing and technology and aptly named it MarTech. I was invited to a Twitter chat with Dave Carroll (of United Breaks Guitars fame) and I found the interaction with Dave exciting. I am a firm believer that learning never ends. In any case, I was flying to Mumbai for the release of my client Vijay Nallawala's book, "[A Bipolar's Journey-From Torment to Fulfillment](#)" on 5th September, or Teacher's Day.

From a Delegate to an Evangelist

- Dr. Amit Nagpal, whom I looped in for the tweet chat with Dave Carroll, was so impressed and intrigued by the chat that he went on to become a delegate
 - On Sept 9, 2015 wrote a review on LinkedIn. Quoted almost every speaker
 - The article:
<https://www.linkedin.com/pulse/marketing-dead-martech-new-mantra-dr-amit-nagpal-phd>
-

And Now

Dr. Amit Nagpal is a blogger on Official NASSCOM Blog

Home / Marketing • Research / Digital Storytelling-Humanizing the Technology Story

Digital Storytelling-Humanizing the Technology Story

Author: **Amit Nagpal** | Category: Marketing, Research | 14 Oct 15

Bryan Kramer, a globally renowned speaker and author says there are no more B2B and B2C, because businesses today are all about H2H or Human to Human. A new wave has begun in the corporate world which is being labeled as the humanization of business.

49

 Tweet

It is an irrefutable fact that technology often takes away the human interface and that is why technology organisations may be more prone to getting lost in process orientation and loosing the human touch.

IT and technology companies have always taken the lead in innovation and thought leadership. In any case, digital platforms and social media are products created by the tech industry. Digital storytelling is the intersection of technology with human emotion which can facilitate the emotional connect with customers and other stakeholders. This combination of emotion with logic makes it unbeatable and powerful.

If IT organisations take the lead in popularizing digital storytelling, it will not only help them

Blog URL - <http://blogs.nasscom.in/digital-storytelling-humanizing-the-technology-story/comment-page-1/#comment-174352>

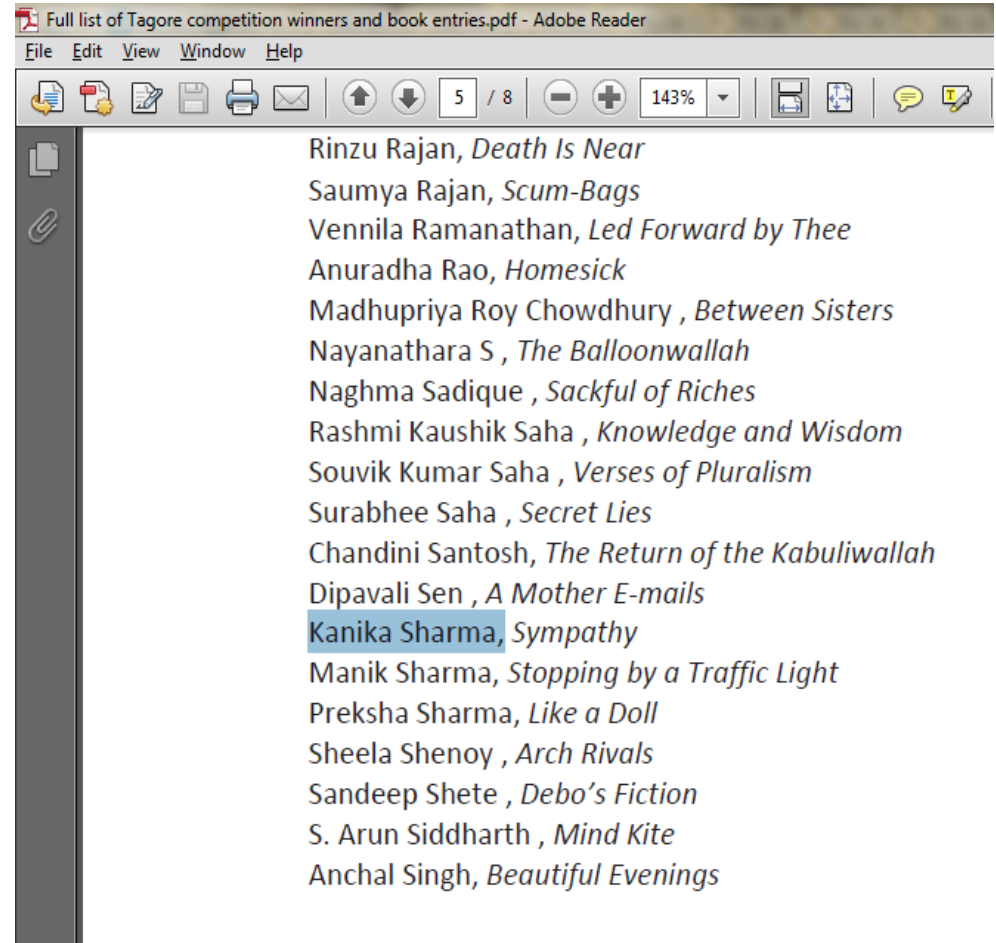
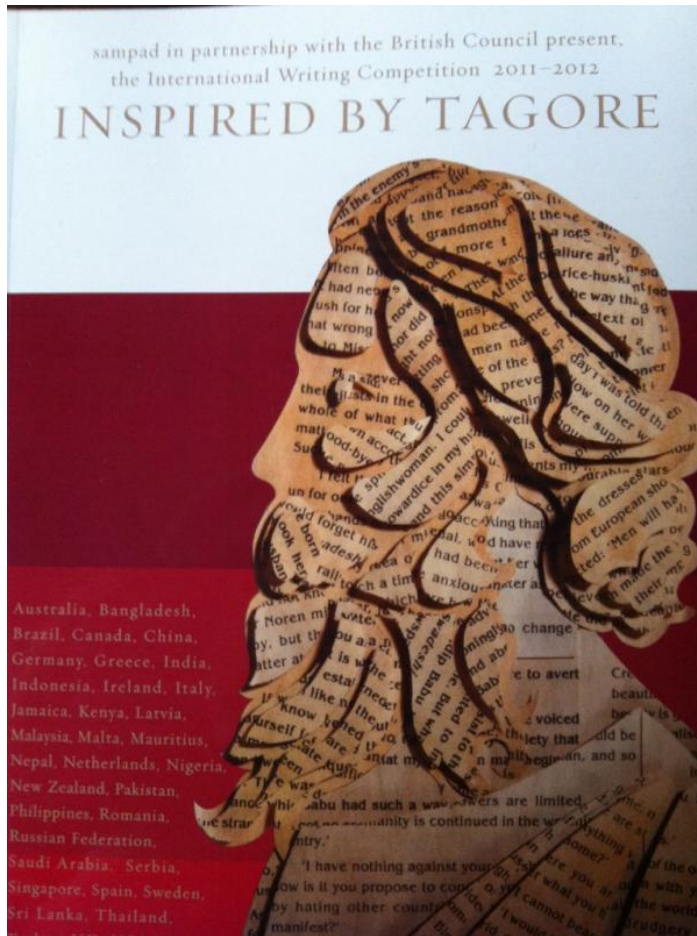
Tweet-Up Campaign Takeaways

- My Takeaways
 - Social media is brimming with conversations
 - We can leverage social media conversations with proper monitoring and targeting
 - Approaching Dr. Amit Inspires on Twitter proved to be a success story for NASSCOM Events
-

Aspiring Writer



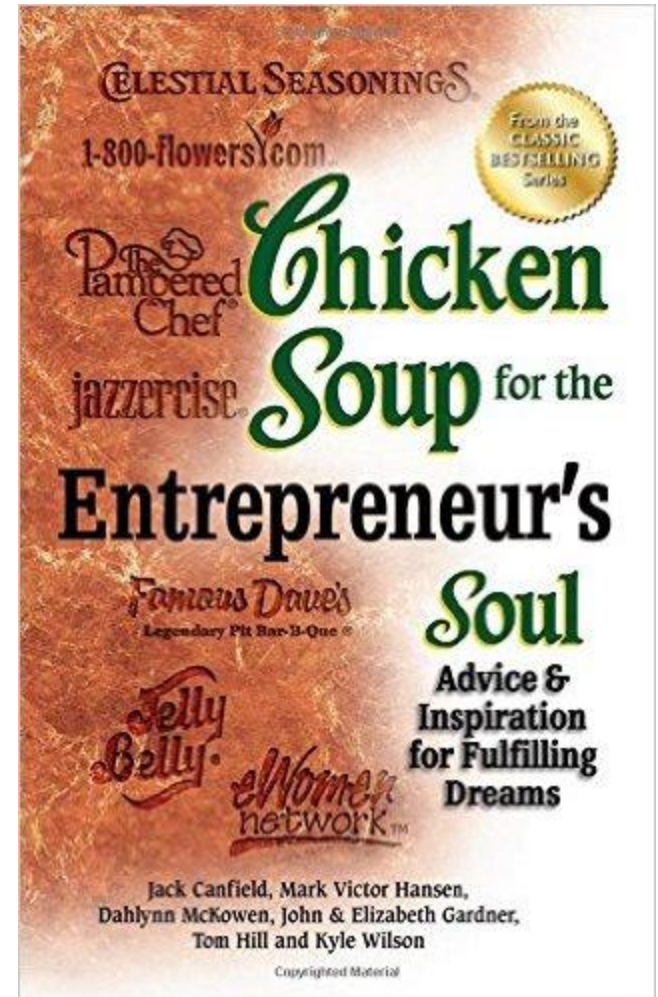
Aspiring Writer



My first published entry 'Sympathy' in print (2012)

Aspiring Writer

Got my short story –
Boss V/s Leader
published in the
coveted non-fiction
anthology (2014)



What's Next?

- Be a Novelist
- Adapt to upcoming digital technologies seamlessly
- Be the disruptor in digital marketing



Thank You
