

Nandini Sharma

Jersey City, NJ 07304 | 917-892-9040 | nandinisharma.ns13@gmail.com | linkedin.com/in/nandinisharma13

SUMMARY

Marketer with more than three years in hospitality, testing content, brand and pricing decisions against how guests actually behave. Brings team leadership, calm problem solving under pressure and an M.S. in Social Media and Mobile Marketing.

SKILLS

Social and content: organic social strategy, short-form video, content creation and calendars, platform-native copywriting, Instagram Insights, Meta Business Suite, paid social on Meta, creator and influencer coordination, email and WhatsApp marketing, Canva

Brand and partnerships: partnership decks, co-marketing activations, event marketing, buyout sales, vendor negotiation

Analytics and insights: Excel (pivot tables, XLOOKUP), consumer behavior and cohort analysis, menu pricing and mix analysis, KPI dashboards, reporting automation, review and sentiment analysis, Google Analytics 4

EXPERIENCE

Marketing and Operations Manager, Indian Accent New York

Oct 2024 - Present | Michelin-recognized modern Indian fine dining, Midtown Manhattan

- Reached 202.8K views in 90 days at a 4.7% engagement rate as New York content lead for an India-based marketing team.
- Hold a 4.5 average across roughly 2,000 reviews on Google, Resy, OpenTable and Yelp by resolving guest issues on the spot during service and routing recurring themes, such as a dish running too spicy, to the chef and floor leads.
- Pitched and ran a zero-cost collaboration with Amrut single malt, securing roughly \$3,000 in brand-funded product for guest access.
- Found through cohort analysis of point-of-sale and reservation data that 34% of revenue comes from returning guests, which moved promotional spend toward retention; automating the weekly reporting cut prep from 6 hours to under 90 minutes.
- Raised wine-pairing attach from 22% to 30% over two quarters by studying which guest cohorts chose the Chef's Tasting and pairings, then changing how and when the team recommended them.
- Lifted premium upsell 14% with a five-format training program for the 30+ person team I lead through every menu launch and partner event; on a record night, 32% of guests chose the Chef's Tasting.

Marketing Operations Coordinator (Volunteer), Bricklane Curry House, New York

Jan 2023 - Oct 2024

- Contributed to a 15% increase in repeat business while managing the restaurant's marketing, creating its social content, learning which posts earned reach and using repeat-visit data to find where the guest experience fell short.
- Set menu pricing strategy from an analysis of guest ordering behavior, and A/B tested two menu formats to see which layout guests responded to better.
- Hosted recurring curry clubs of 10 to 20 people each, building a regular community around the restaurant outside normal service.
- Sold around 5 private buyouts for parties of 20 to 60 guests, from Diwali parties to a baby shower and wedding anniversaries, each bringing in \$5,000 to \$15,000 in sales, and directed event crews of more than 50 people.

Founder, Snico Studio, Mumbai

Jan 2021 - Dec 2023 | Direct-to-consumer Punjabi apparel, solo founder

- Grew organic reach roughly 30% by experimenting with short-form video and new content formats, and by seeding product with micro-creators in the Punjabi fashion space.
- Built email flows that brought in 5% of revenue, and ran WhatsApp broadcasts for launches, promotions and announcements.
- Improved profitability 20% on a drop-ship model I launched with, working with vendors directly and negotiating terms on cost and margin.
- Researched demand gaps in Punjabi apparel to set the assortment, and priced against competitor bands and target margin.
- Bought stalls at local events to put the brand in front of shoppers in person, while owning sourcing, storefront, content and customer service end to end.

EDUCATION

MIT Professional Education - No-Code Machine Learning and AI for Marketing | Nov 2025 - Jan 2026

Pace University, Lubin School of Business - M.S., Social Media and Mobile Marketing | Sep 2022 - May 2024

SVKM's NMIMS, Mumbai - B.B.A., Marketing | Jul 2018 - Apr 2021