

NIRUPAM GUPTA

nirupam.gupta@mail.utoronto.ca | +1 (647) 642-3609 | Brampton, Ontario, Canada
www.nirupamgupta.com | linkedin.com/in/nirupam-gupta | Availability: Co-op terms from September 2026

PROFESSIONAL SUMMARY

Marketing and Digital Enterprise Management student at the University of Toronto. Grew Instagram engagement 40% and sales inquiries 60% for an e-commerce brand, lead a campus launch campaign that has signed up over 100 students in four weeks, and founded a startup whose iOS app I designed in Figma and build in SwiftUI and Firebase, now in user testing. Uses AI tools daily across research, content, and development.

RELEVANT EXPERIENCE

Community Creation & Marketing Analyst Intern | Semper 8 International Ltd. May 2026 - Present

- Lead the UTM campus launch campaign for Addideo, a new social platform, signing up over 100 students in four weeks. Built the campaign timeline in ClickUp and ran outreach to professors and student club leads.
- Wrote seven executive research briefings covering Cannes 2026 trends, Gen Z audience behavior, and capital-side investment interest across the Gulf, Southeast Asia, and Europe.
- Built an Excel study of a decade of viral hits in entertainment and gaming to identify launch-strategy drivers.
- Produced a recruitment presentation in PowerPoint, revised across four rounds of stakeholder feedback.

Founder & CEO | VYW & Co. (OneTake Crew), Toronto, ON April 2026 - Present

- Founded and lead a three-person startup building OneTake Crew, an iOS creative platform for film industry professionals with a vertical short-form video feed, now in user testing.
- Designed over 46 screens in Figma, wrote the full product specification, and built over 100 features through SwiftUI and Firebase, owning the JSON document data models, authentication, and media storage.
- Run weekly release scoping and turn user testing feedback into a prioritized design and build fix list.

UX/UI & Social Media Intern | Surbhi Originals Ltd. Sept 2025 - April 2026

- Increased Instagram engagement 40% over 8 months by producing the brand's Reels, posts, and paid ad creative, editing video in Adobe Premiere and CapCut.
- Redesigned the Shopify storefront. Average session duration rose 20% and sales inquiries rose 60%.
- Rebuilt the catalog's SEO from keyword research through product copy, meta tags, and alt text, optimizing for both traditional search and AI answer tools.
- Built the brand's email marketing automation, covering newsletters, product launches, and abandoned-cart recovery.
- Wrote all six of the store's legal policies and launched the brand on Amazon Seller Central.

EDUCATION

Honours Bachelor of Arts | University of Toronto Sept 2023 - Nov 2027 (expected)

- ICCIT program, specialization in Digital Enterprise Management (DEM): coursework across digital business strategy, marketing, and technology management.

SKILLS

- Social media marketing & community engagement | Paid & organic social | Instagram / Meta analytics | Trend & Gen Z audience research
- UX/UI design, wireframing & prototyping (Figma, Adobe) | Video editing (Adobe Premiere, CapCut, Canva)
- Copywriting & SEO for traditional search and AI answer tools | Email marketing automation | Excel analysis & reporting
- SwiftUI & Firebase (JSON data models) | Python | HTML, CSS, JS | ClickUp coordination | AI tools in daily workflow