



Nitin Kapoor

Professional Marketing Manager



+91 8375921591



@nitinkapoormarketing



nitinravikapoor@gmail.com



B 108 Pundrik Vihar, Pitampura

Professional Summary

Hospitality & Marketing Leader with 14+ years of experience driving growth, brand building, and operational excellence across multi-brand F&B businesses. Proven expertise in scaling outlets, managing \$500K+ budgets, and leading high-performing teams. Google-Certified Digital Marketer with a strong record of digital transformation and customer engagement strategies.

Professional Experience

Head of Marketing & Operations

Fine Dining Employees Group
May 2023 – May 2025

Directed operations and marketing for 5 Coriander's Restaurants across South Island, New Zealand. Driving customer engagement & business growth. Implemented digital & local marketing strategies to improve direct orders to website and customer retention through promotions

Head of Sales & Marketing

Anardana Hospitality Pvt Ltd.
Nov 2021 – April 2023

Spearheaded campaigns, brand building, and local marketing initiatives. Leveraged digital marketing techniques to enhance the restaurant's online presence and visibility. Analyzed menu offerings, pricing, and customer preferences, optimizing the menu for increased sales

Head Marketing & Franchise

Eastman Colour Restaurants
April 2015 – March 2020

Expanded portfolio from 2 to 21 stores with 6 new brands. Delivered 18% YOY revenue growth and 30%+ increase in digital engagement. Developed local marketing strategies, improving customer retention & repeat orders. Optimized marketing ROI by leveraging digital campaigns

Manager Marketing

DLF CyberHub Mall - DLF Utilities
Dec 2013 – February 2015

Directed B2C & B2B marketing campaigns to increase footfall and sales across 50+ retailers, developed annual marketing plans, managed budgets of 1 crore, and executed mall-wide activations & PR campaigns. Strengthened brand partnerships with retailers, and PR agencies

Manager Marketing

Pind Balluchi
Apr 2012 - March 2013

Manager Marketing

Lite Bite Foods Pvt Ltd.
July 2010 - March 2012

Assistant Manager Marketing

Barbeque Nation
December 2007 - June 2010

Education

B.Sc. in Hospitality Management

National Council of Hotel Management
Graduated: May 2004

Certificate in Digital Marketing

Delhi School of Internet Marketing
Graduated: September 2015

Skills

- Digital Marketing & Growth Strategy
- Strategic Partnerships
- Brand Management
- Franchise & Business Expansion
- Revenue Growth & P&L Management
- Data-Driven Decision Making
- Team Leadership & Change Management

Key Achievements

- Scaled Anardana from 5000 on Instagram to 15000 followers in less than 8 months with 100% growth in home delivery revenue.
- Scaled Eastman Colour Restaurants from 2 to 21 outlets, launching 6 new brands in Connaught Place and 8 franchises across North India.
- Boosted annual revenue by 18% YOY through targeted marketing strategies & menu optimisation at Unplugged courtyard, Connaught Place & Gurgaon.
- Expanded social media assets across 12+ handles, achieving 30% growth in engagement and reach with Multiple brands under Lite Bite Foods.
- Built 100K+ customer database, strengthening loyalty & repeat business through CRM initiatives across all brands in Lite Bite Foods.
- Managed \$500K+ marketing budgets, delivering high ROI through integrated digital campaigns with DLF upon launching CyberHub.