

# NIKA CHUGH

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## EXPERIENCE

### **PUBLICIS HEALTH MEDIA (PUBLICIS GROUPE)**

CHICAGO, IL

*Associate Director, Marketing*

June 2025 – Present

*Manager, Marketing & Communications*

July 2023 – June 2025

*Senior Associate, Marketing & Communications*

August 2021 – July 2023

*Intern, Business Development and Marketing*

April 2019 – September 2019

Publicis Health Media is the #1 health media agency in the U.S., serving as key partner to major Fortune 500 companies; personally responsible for managing and analyzing performance for agency external/internal platforms (audience of 40K+).

- Develop, execute and analyze content and communications strategy, consisting of 300+ pieces of content, for company social platforms, website, internal communications and company intranet; created new reporting method which enabled goal-setting and performance analysis quarterly, driving an 18.5% and 22% year over year increase in impressions and engagement respectively and elevating reputation of organization by bringing an analytical lens
- Managed advertising campaign for pro-bono client F\*ck Cancer as part of agency social-impact initiative, collaborated with 20+ cross-functional team members by managing communications, approvals and timelines with Executive stakeholders; campaign resulted in over 25 million impressions across 16 digital, out-of-home and audio channels, including high-value placement in Times Square
- Develop and execute social media strategy for annual agency-run industry event, crafting messaging and managing approvals with executives and high-profile industry experts, driving a 23% increase in impressions year over year
- *Chicago Culture Committee Lead (2022-Present)*: Elected to serve as Culture Committee lead, created 2 net-new ongoing programming initiatives focused on elevating employee morale & greater leadership involvement and mentored 4 early career staff and interns
- Selected by Senior leadership as 1 of 13 employees across the agency for Rising Leaders program

### **AMAZON**

SEATTLE, WA

*Account Manager, Strategic Account Services - Retail*

June 2020 – July 2021

Managed 4 retail vendors in Movies category (\$100M in gross merchandise sales) by coordinating new item setup and promotions, tracking and improving automated purchase orders and reporting on key performance metrics to team leadership.

- Initiated investigation into category-specific detail page optimization issues to improve buying experience, presenting findings to Senior leadership and implemented changes for customers across 14 retail vendors; selected as a Subject Matter Expert (SME) in Item Data Quality improvement and frequently asked to advise Account Managers
- Analyzed previous year's performance and goals to create 2021 business plans for 4 retail vendors, comprising goals centered on inventory improvements, detail page enhancements and merchandising spend optimization

## EDUCATION

### **Kellogg School of Management, Northwestern University**

June 2025 – Present

*Candidate for Master of Business Administration degree, June 2027*

### **Drexel University, LeBow College of Business**

September 2015 – March 2020

*Bachelor of Science in Business Administration - Major: Marketing*

Summa Cum Laude / GPA: 3.93

- Blue Line Student Marketing Firm, *Founder (2019-2020)* – Founded organization dedicated to providing pro-bono marketing services to local West Philadelphia businesses, managing team of 6 undergraduate students
- Dragon'24 Provost's Advisory Circle, *Chair (2017-2020)* – Led an organization of 24 undergraduate students focused on improving academic life for students at Drexel University through direct connection to Drexel University Provost
- Selected by Professors as *Teaching Assistant* for Honors Business 101 (2019-2020) – Instructed 20 freshman students in group and 1:1 settings on core business topics and guided them through first six months of undergraduate education, with 95% of students matriculating to sophomore year