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NITIN CHAUHAN

PROFESSIONAL SUMMARY

MSc-qualified Digital Communications & HR Specialist with hands-on experience at Oxford University Hospitals NHS Foundation Trust. Proven track record in candidate onboarding content creation, employer branding, CMS website management, and internal digital campaigns. Combines an operational HR background with multi-channel digital communications to drive audience engagement, streamline recruitment workflows, and enhance organizational visibility.

EMPLOYMENT HISTORY

MARKETING AND COMMUNICATION OFFICER **Jan 2026 – Dec 2026**
Oxford University Hospital ***Littlemore, Oxford***

- Manage candidate-facing digital touchpoints across the Trust CMS, designing targeted landing pages and publishing promotional banners in strict compliance with NHS brand guidelines.
- Produce, edit, and publish instructional video guides using Adobe Premiere Pro and Canva to streamline candidate DBS checks and CareCheck onboarding applications.
- Develop and distribute internal staff email communications, setting up weekly Google Analytics dashboards to track engagement metrics and acquisition channels.
- Execute on-page SEO updates, keyword mapping, and image optimizations via Adobe Photoshop to improve site searchability and digital accessibility.
- Collaborate with internal HR stakeholders to design recruitment collateral that aligns talent acquisition needs with organizational culture.

MARKETING ASSISTANT **Jun 2025 – Dec 2025**
Oxford University Hospital ***Headington, Oxford***

- Produced digital posters, awareness banners, and event graphics using Adobe Photoshop and Illustrator to support internal Trust messaging.
- Developed staff email announcements and internal bulletins to communicate policy updates and campaign rollouts effectively.
- Maintained weekly Google Analytics dashboards to track audience acquisition channels and report content engagement trends to project leads.
- Edited and prepped image assets using Adobe Photoshop for seamless integration into web and email templates.

GUEST COMMUNICATIONS & DIGITAL OPERATIONS ASSISTANT **Mar 2025 – May 2025**
Ramada Hotels ***Motorway, Oxford***

- Handled guest inquiries across digital channels, direct email, and phone while maintaining high response rates and service standards.
- Updated local service promotions, room rates, and digital menu details across hotel booking platforms to maintain listing accuracy.
- Assisted in drafting seasonal promotional posts for Instagram and LinkedIn to drive direct local inquiries and guest engagement.
- Maintained guest communication records and reservation logs using Microsoft Excel and front-of-house management systems.

Mar 2024 – Jul 2024

CONTENT MARKETING INTERN
WeCarryBags ***Coventry, United Kingdom***

- Managed product inventory tracking logs in Microsoft Excel to ensure accurate stock records during high-traffic sales periods.
- Resolved customer queries regarding digital app offers and loyalty point redemptions, ensuring a positive brand touchpoint.
- Wrote weekly blog posts on product features that increased organic page visits for target readers.

DIGITAL MARKETING INTERN **Aug 2023 – Oct 2023**
DreamTrip4U ***Indore, India***

- Managed and optimized digital media buying strategies to enhance traffic performance and ensure cost-effective ad placements.
- Developed audience segmentation and targeting strategies that improved engagement and conversion rates.
- Collaborated with creative and web design teams to refine ad content and update website designs, enhancing user experience and overall engagement metrics.
- Analysed user data and integrated SEO strategies, resulting in longer session durations and substantial improvements in organic traffic and search visibility.
- Executed targeted social media initiatives, driving measurable growth in follower engagement and interaction rates.
- Partnered with the content team to develop compelling copy, resulting in increased click-through rates and improved audience retention.

ARRIVAL ASSISTANT **Aug 2023**
Oxford Brookes University ***Headington, Oxford***

- Supported international and domestic student arrival workflows by organizing welcome documentation and digital orientation schedules.
- Distributed digital welcome packs, campus navigation links, and registration guidance through student communications channels.
- Assisted with on-campus event logistics and student check-ins to boost turnout during arrival week activities.

DIGITAL MARKETING INTERN **Nov 2022 – Jan 2023**
Soft Crayons Tech Solutions ***Ghaziabad, India***

- Assisted in updating and maintaining product and landing page content on CMS platforms like Shopify and WordPress, ensuring accuracy, optimized visuals, and consistent digital asset quality using Photoshop.
- Planned, executed, and optimized PPC campaigns across Google, Microsoft, and Facebook Ads, reducing cost per click by 35% and improving targeting for higher ROI.
- Conducted technical SEO audits using SEMrush, improving keyword visibility and local search impressions by 40%, while tracking campaign performance through Excel and Google Analytics dashboards.
- Collected and analysed customer insights, designed data-driven marketing campaigns, and managed community events/webinars, leading to a 30% increase in lead generation, 25% growth in website traffic, 35% higher engagement, and strengthened brand loyalty.

EDUCATION

MSC DIGITAL MARKETING **Jan 2023 – May 2024**
Oxford Brookes University ***United Kingdom***

BBA **2017 – 2020**
CCS University ***India***

COURSES

THE FUNDAMENTALS OF DIGITAL MARKETING **2026**
Google Digital Garage

SOCIAL MEDIA MARKETING CERTIFICATION **2026**
Hootsuite

EMAIL & NEWSLETTER MARKETING **2026**
LinkedIn

MICROSOFT ADS CERTIFICATION **2026**
Microsoft

ADVANCED DIGITAL MARKETING **2026**
Google

CONTENT MARKETING CERTIFICATION **2026**
HubSpot

SKILLS

Microsoft 365, Photoshop, Illustrator, Premiere Pro, CapCut, Canva, Figma, WordPress, Shopify, SEO, SEM, SMM, Google Analytics (GA4), CMS Management, PPC Campaigns, Community Management, Content Strategy, CRM Systems, Email Marketing & Automation, Social Listening, Brand Strategy, Customer Segmentation, Content Creation, A/B Testing, Influencer Outreach, Conversion Rate Optimization (CRO), User Experience (UX)

ADDITIONAL INFORMATION

NHS TRUST GUIDE VIDEOS — 2026

- ♦ Created Trust CareCheck application guide videos for staff onboarding and training.
- ♦ Developed Trust ID documentation and service update tutorial videos for staff members.
- ♦ Edited and designed instructional video content using Adobe Premiere Pro and Canva.

DISTINCTION IN DISSERTATION ***Oxford Brookes University - 2023***

- Awarded for top grade research on OTT personalization.

PRIDE MONTH EVENT COORDINATOR ***Oxford Brookes University - 2023***

- Supported event promotion, communication, and collaboration across university activities.