



Rahul Kumar

MBA in Marketing with Analytics Minor - Equipping for Martech

CAREER OBJECTIVE

Highly motivated MARTECH professional with a robust background in marketing technology, data analytics, and campaign management. Leveraging technical expertise and strategic marketing insights to drive innovative, data-driven marketing initiatives. My experience as a state-level badminton player has honed my discipline, teamwork, and competitive spirit, which I bring to every project and challenge in the marketing field.

PROFILE COMPETENCIES

- Analytical Thinking
- Customer Retention
- Communication Skills
- SEO (Basic)
- Performance Marketing

TECHNICAL SKILLS & CERTIFICATIONS

- Market Research & Consumer Behaviour, *IE University*
- Channel Management & Retailing, *IE University*
- Microsoft Excel - Basic
- MS Power Point – Intermediate
- SPSS- Basic

INTERESTS & HOBBIES

- Cricket
- Travelling
- Free hand Sketching

REACH ME AT

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RK Puram Delhi - 110022

LANGUAGES

English & Hindi

(Reading, writing, speaking, and listening)

PROFESSIONAL EXPERIENCE

- **Social Tea Communication (Delhi) - INTERN - Social Media Marketing (April'23 - Aug'23)**

Worked on a high-profile project in collaboration with the Ministry of External Affairs for the prestigious Raisina Dialogue. Managed social media campaigns, created engaging content, and monitored analytics to enhance the event's online presence. Successfully contributed to increasing audience engagement and promoting international dialogue through digital platforms.

ACADEMIC PROJECTS

- **Design Thinking:** Conducted in-depth research into Problems faced by Local semi govt. school (Prabhakar Patil cooperative society). Analyzed various solutions and developed a conceptual design)
- **Service Design:** Created a new service model to improve client satisfaction for a trekking agency based in Pune Maharashtra.
- **Place Branding:** Developed a marketing strategy to enhance the brand image of Karjat, a prominent tourist destination in Maharashtra.

PROFESSIONAL QUALIFICATION

- **Master of Business Administration in Marketing | Analytics Minor | Jagdish Sheth School of Management | Class of 2025**
- **Bachelor of Arts (Hons.) | University Of Delhi | 2022**

EDUCATION

- **Higher Secondary | PATRACHAR VIDYALAYA-DELHI | 2019 | 56.40%**
- **Secondary School | D.A.V Pubic School | 2017 | CGPA of 6.4**

ACCOMPLISHMENTS & ACTIVITIES

- **Badminton:** Delhi State Badminton Player
- **Athletics:** Secured Third Position in CBSE Nationals in the 400m Track Event
- **Volleyball:** Participated in State-Level Championship
- **Leadership:** Founding Member of the Trekking Club at JAGSoM, Greater Mumbai