

# RATHEESH.R

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## PERMANENT ADDRESS

Radhakrishna Nivas  
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## PERSONAL DETAILS

Gender : Male  
Nationality : Indian  
DOB : 04/02/1995

## LINGUISTIC PROFICIENCY:

English, Malayalam, Tamil and  
Hindi.



## CAREER ASPIRATION

Build my career in a Business Development Role focusing on company's growth along with self-improvement and satisfaction.

## AREAS OF INTEREST

- Marketing and Sales
- Business Development
- Team Management
- Project Coordination
- Social Media Management
- Creative Designing

## EDUCATION

- Completed B.Tech. in Mechanical Engineering from Amrita Vishwa Vidyapeetham with CGPA of 7.13 in the year 2017.
- Completed 12<sup>th</sup> under CBSE from Chinmaya Vidyalaya with 85% in the year 2013.
- Completed 10<sup>th</sup> under CBSE from Chinmaya Vidyalaya with CGPA of 8.4 in the year 2011.

## CAREER HISTORY

### **AdOnMo Private Limited, Bangalore ( From October 2022 )**

#### **Brand Manager**

- Primarily responsible for driving sales revenue for AdOnMo's digital screen advertising medium inside residential apartments at Kochi and Coimbatore.
- Identifying potential brands in the market and introducing offerings through cold calls, emails, direct walk-ins, networking events, exhibitions etc...
- Scheduling in-person meetings with decision makers to understand their product / service and current advertising channels being considered. Suggesting the suitable campaign plan on digital screen medium to reach the target audience with highest visibility and recall.
- Drafting detailed campaign proposals and sharing with decision makers. Following up with such POC's for approval and confirmation.
- Coordinating with Sales Ops team to make campaigns live and ensure quality delivery with associated reports. Also working with finance team to ensure processing of payment receipts and invoices.
- Assisting Operations Team in identifying and acquisition of new residential societies and commercial spaces for market expansion. Coordinating and supporting in organizing community engagement activities at residential societies.

### **DERBI Foundation, Bangalore ( December 2021 to September 2022)**

#### **Marketing Manager**

- Primarily responsible for planning, managing and executing all types of online and offline marketing activities for the organization. This includes social media management, email campaigns, online advertisements, application sourcing for incubation programs, startup promotions, event branding, creative designing for digital and print media etc.
- Ensuring social media presence by designing creatives, preparing content write ups and managing all social media channels.
- Coordinating with the program and investments team to design and deliver marketing strategies for sourcing relevant and quality applications.
- Planning and executing networking events like webinars, tech talks, annual conferences etc...
- Attending marketing and networking events to spread the word about the organization and the support being offered to startups.
- Working closely with various startup organizations to plan online promotional campaigns like social media posts, video creation and articles for lead generation and connects.
- Managing the organization's website and updating the content from time to time as required.

## **Bigthinx Software Private Limited, Bangalore ( June 2020 to November 2021 )**

### **Marketing Executive**

- Primarily responsible for all marketing, branding and sales related activities to scale Bigthinx's AI and 3D technology based products and services across the globe by working closely with the management.
- Managing all the social media accounts of Bigthinx and products. Content creation and creative designing for all social media channels like LinkedIn, Instagram, Facebook and Twitter. Also handling ads on social media channels and deriving insights.
- Conducting online market research for various target sectors such as ecommerce, work wear, uniforms, export houses, design houses, fitness to generate leads.
- Building and managing email marketing campaign channels to reach the target audiences and generate demand by increasing brand and product awareness.
- Assisting the management in the initial stages on recruitment processes for hiring technical and other roles. Involves creating and maintaining accounts such as Angellist, LinkedIn, Indeed, Naukri, WorkIndia etc. to shortlist and contact candidates in order to understand the candidate profiles.
- Coordinating between the technical team and partners or freelancers for smooth functioning of the outsourced projects. Ensuring project completion at ease within the timeline specified by the organization.
- Testing applications and ensuring quality of the products before delivery. Providing feedbacks to the technical team for changes required. Assisting the team with UI elements and mock up designs.

## **Mission Sports Private Limited, Bangalore ( March 2019 to March 2020 )**

### **Regional Sales Manager**

- Primarily responsible for sales of video based sports education curriculum for schools across Bangalore, Karnataka.
- Effectively generated leads via market research through various channels. Reached out to leads for scheduling appointments via email and cold calling.
- In-person connect with prospects for demonstration of product and services. Carried out timely follow up with prospects to understand their requirements for successful closure of the deal.
- Conducted market research for analyzing feedback about product and service improvements to facilitate advantage over competitors.
- Successful in achieving the initial sales and providing breakthrough for the organization in Bangalore region.

## **Amazon Development Centre, Coimbatore ( July 2017 To March 2019 )**

### **Customer Service Associate**

- Involved in the Retail Marketplace (India and North America) Operations.
- Performed effective cross skill support over channels like phone, email and chat.
- Contributed effectively during the early stages of a service called Amazon Pay by being an integral part of support team.
- Involved in providing peer support to colleagues and newly hired teams.
- Coordinated different scenarios involving customer issues related to refund, product replacement, shipping and billing escalations in an efficient manner consistently to achieve individual targets set by the organization.
- Awarded as Customer Delight Ambassador for the exceptional quality in handling contacts by adhering to all the contact tenants at Amazon.

### **TECHNICAL EXPERTISE**

Tools : Adobe Photoshop, Filmora, Wordpress, AutoCAD, Autodesk Inventor, Ansys  
Languages : C (Beginner), HTML