

# Rahul Yadav

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## CAREER SUMMARY

Versatile and results-oriented professional with hands-on experience in digital marketing, social media strategy, and operations management. Skilled in executing end-to-end campaigns, managing client onboarding, and coordinating cross-functional workflows. Proficient in leveraging analytics and digital tools to enhance visibility, optimize processes, and drive customer engagement. Currently pursuing a PGDM to further strengthen strategic thinking and operational expertise across marketing and supply chain domains.

## EDUCATION

2024 - 2026    **Post Graduate Diploma in Management**    FIIB  
2021 - 2024    **Bachelor of Business Administration**    Medi-Caps University  
(Digital Marketing)

## CERTIFICATIONS

**Internshala** - Digital Marketing, Web Development, Advanced Excel  
**Coursera** - Google Digital Marketing & E-commerce Professional Certificate

## INTERNSHIP & EXPERIENCE

Inside Sales Intern | Jeena & Company | Delhi | 2.5 Months

- Assisted with onboarding new clients and ensuring documentation accuracy across CHA and freight forwarding operations.
- Worked closely with Sales, Documentation, and Operations teams to support real-time shipment coordination.
- Used tools like TMS/WMS & CRM to track cargo movement and maintain visibility across supply chains & Lead Management
- Prepared daily status reports and participated in client follow-ups, contributing to improved turnaround time.
- Learned about INCOTERMS, freight documentation, and logistics pricing mechanisms.

Social Media Marketing Intern | Inclusive Divyangjan Entrepreneur Association | Delhi | 15 Days

- Assisted Persons with Disabilities (PwD) entrepreneurs by creating impactful promotional materials, including posters & social media content.
- Designed and executed a comprehensive campaign promoting accessibility, encompassing posters and a strategic social media plan.
- Developed a 1 Month social media content calendar with ready-to-post materials, ensuring consistent and engaging online presence.

Event Operations Manager | Logic X Tech Pvt Ltd | Indore | 5 Months

- Manage a team of 4-5 employees, conduct market research, and create advertising content.
- Monitor app performance to ensure optimal functionality and user satisfaction
- Handle SEO optimization (on-site and off-site) and send notifications to meet customer needs effectively

Social Media Marketing & Community Engagement | Explorer Innovations Ltd | Indore | 10 Months

- Execute social media marketing and customer engagement strategies
- Create engaging posts using Canva, Figma, and Adobe Illustrator.
- Design and develop websites to enhance online presence.

Digital Marketing Intern | BucketList | Indore | 3 Months

- Created engaging social media content to increase brand visibility and audience engagement.
- Contributed to the growth of the brand's online presence through content creation and strategy development.
- Gained hands-on experience in digital marketing, focusing on audience interaction and campaign execution.

## ACADEMIC PROJECTS

- Conducted segmentation, targeting, and positioning analysis to understand consumer profiles and market positioning of Apple Inc.
- Analyzed market trends, competitive positioning and demand drivers to understand how companies can optimize sales strategies and market entry of Airbnb Inc.

## SKILLS

Digital Marketing, Social Media Marketing, Marketing Strategy, Product Marketing, SEO, Email Marketing, Content Creation, Campaign Management, Community Engagement, Event Handling, Operations Management, Client Onboarding, Shipment Tracking, Documentation Handling, Process Optimization, CRM Management, TMS/WMS Tools, Data Analysis, Cross-functional Collaboration

## TOOLS

- Analytics Tools: Google Analytics, HubSpot Analytics, Facebook Insights, Power BI, SPSS, NVIVO, R Studio, Excel (Advanced), A/B Testing Tools, Data Visualization Platforms
- Digital Tools: Canva, Figma, Adobe Illustrator, Adobe Photoshop, Hootsuite, Mailchimp, SEMrush, WordPress, CRM Tools (Zoho, HubSpot), TMS (Transport Management System), WMS (Warehouse Management System), Homyar, MIS Reporting Tools, Shipment Tracking Portals, Documentation Management Systems, Inventory Management Software