

Karan Rai

7411251034
karanrai53@gmail.com

B602, NITESH HYDE PARK, HULIMAVU, NEAR MEENAKSHI MALL, BANNERGHATTA,

BANGALORE
560076

Objective

Born in Delhi and brought up in 10 different places. Love travelling, exploring places and meeting new people as I've done that through out my life. MotoGP and F1 fanatic and have a passion for aviation.

Education

Army Public School

Commerce (April 2012 - March 2015)

- Did my Class 10th and Class 12th from this school in the stream of commerce.
- Been part of the school Basketball and Cricket team and also been a part of Scouts and Guides.

Christ University

Travel and Tourism Management

Bachelor of Business Administration (June 2015 - Present)

- Actively contributed in departmental activities. Been a core member and Marketing head for Department Fests.
- Have been part of the National Cadet Corp (NCC) in the university.

Experience

Air India Ltd.

Marketing Intern (April 2017 - May 2017)

- Been an intern in the newly setup Digital Marketing section in Commercial and Sales department of the company
- Contributed in data collection for the company to venture into various digital advertising platforms.
- Created an online competition for the company's Social Media page.
- Content creation for Facebook and Twitter handles.
- Compared agency and vendor marketing expenses against established budgets.

Skills

- Revenue Generation Strategies
- Business Development
- Internet Marketing
- Digital Media
- Campaign Development
- Competitive and Strategic Planning
- Web Management
- Promotions and Contests
- Print Advertising
- Team Player
- Public Relations
- Natural Leader
- Google AdWords

Activities

- Theater: Been a part of my college department Theater team and performed street plays and stage plays.
 - Sports: Have been very active in sports throughout school and college life. Participated in Cricket, Football, Basketball, Squash, Golf, Volleyball and Swimming.
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Publications

Comparative analysis of Full Service Carriers

- Research project as part of university curriculum.
- Complete analysis of Full Service Carriers in the Aviation industry.
- Compared between services of various full service carriers in the industry.