

RAKESH M

MBA HR | MARKETING | GRAPHIC DESIGNER | WEB DEVELOPER

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CAREER OBJECTIVE

Results-driven MBA candidate specializing in Human Resources and Marketing, with expertise in recruitment strategies, employee engagement, workforce planning, strategic marketing, and brand management. Passionate about utilizing analytical, creative, and leadership skills to optimize talent acquisition, digital marketing strategies, and business growth.

TECHNICAL SKILLS

Web Development: React.js, JavaScript, HTML, CSS, Node.js, Express.js, Java, MongoDB, SQL

Graphic & UI/UX Design: Adobe Photoshop, Illustrator, InDesign, Dimension, Canva

Microsoft Office & Data Analytics: Advanced Excel, Pivot Tables, Data Visualization

PROFESSIONAL EXPERIENCE

Intern – Toonz Academy

May–August 2024

- Developed high-quality graphics and animations for marketing campaigns, contributing to brand awareness and digital storytelling. Collaborated with teams to create innovative design solutions that align with marketing and branding goals.

Intern – TAFE (Tractor and Farm Equipment)

July–August 2021

- Gained insights into **hydraulics, engine systems, and transmission technologies**, enhancing technical and analytical skills.

EDUCATION

Master of Business Administration (MBA)

2024–2026

University of Madras

- Key Areas:** Recruitment & Selection, Talent Management, Organizational Behaviour, Managerial Economics, Financial Accounting, Business Law, CRM, Digital Marketing, Workforce Planning, Employee Relations, Brand Strategy.

Bachelor of Engineering (B.E.)

2018–2022

College of Engineering, Guindy, Anna University

- CGPA:** 8.07/10 | **Specialization:** Agricultural and Irrigation Engineering

CERTIFICATIONS

- Microsoft Excel - Excel from Beginner to Advanced** – Udemy
- Graphic Design Professional** – TCS ion
- Graphic Design Masterclass** – Udemy
- The Complete Web Development Bootcamp** – Udemy
- The Complete Java Development Bootcamp** – Udemy
- TCS NQT Cognitive** – Scored 80.94%

PERSONAL DETAILS

- Portfolio** - (<https://rakeshm.onrender.com/>)
- LinkedIn** - (<https://www.linkedin.com/in/rakesh-m-b67121217/>)
- GitHub** - (<https://github.com/RAKESHM28102000>)
- Behance** - (<https://www.behance.net/mrakeshmakesh>)