

RAKESH M

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GitHub: github.com/RAKESHM28102000

Behance: www.behance.net/mrakeshmakesh

Instagram: www.instagram.com/r_creative_graphics/

Career Objective

Motivated MBA candidate specializing in Human Resources and Marketing, with a strong foundation in recruitment strategies, employee engagement, workforce planning, strategic marketing, and brand management. Eager to apply analytical, creative, and leadership skills to contribute to talent acquisition, digital marketing initiatives, and overall business growth while continuously learning and developing expertise in the field.

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.

Founder – Rakesh Creative Graphics

Established a design startup specializing in logo design, poster design, and mockups. Delivered custom branding solutions to clients, enhancing their market presence and business growth.

Freelance Graphic & Web Designer

Designed visually compelling branding materials, social media content, and recruitment marketing campaigns. Worked closely with clients to develop customized designs aligned with business objectives and brand identity.

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**) | Madras University | 2024–2026

Percentage: **75.25%**

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.**) | College of Engineering, Guindy | 2018–2022

CGPA: **8.07/10**

Specialization: Agricultural and Irrigation Engineering

Certifications

Microsoft Excel - Excel from Beginner to Advanced – Udemy

Graphic Design Professional – TCS

Graphic Design Masterclass – Udemy

The Complete Web Development Bootcamp – Udemy
The Complete Java Development Bootcamp – Udemy
TCS NQT Cognitive – Scored 80.94%

Skills

Technical Skills:

Web Development: React.js, JavaScript, HTML, CSS, Node.js, Express.js, Java, API Development
Database Management: MongoDB, SQL, PostgreSQL
Graphic & UI/UX Design: Adobe Photoshop, Illustrator, InDesign, Dimension, Canva
Microsoft Office & Data Analytics: Advanced Excel, Pivot Tables, Data Visualization

Management & Business Skills:

Employee Engagement & Retention
Workforce Planning & Development
Talent Acquisition & Performance Management
Strategic Marketing & Brand Positioning
Customer Relationship Management (CRM)
Digital Marketing & Social Media Strategy

Soft Skills:

Leadership & Team Collaboration
Communication & Negotiation
Critical Thinking & Problem-Solving
Adaptability & Time Management

Projects

- **MBA Mini Project:**

Impact of Package Design on Consumer Perception of Products – Conducted quantitative research on how packaging influences consumer purchasing decisions.

- **Web Development Projects:**

Tanpsycon 2023 Event Website – Designed and developed a responsive website for an academic event.

MPR Power Tech Website – Created a corporate website for an electrical engineering company.

Nike Clone Website – Built an e-commerce website clone using React.js.

- **Graphic Design Projects:**

Branding & Advertising Designs showcased on Behance.

Achievements

- Founder – Rakesh Creative Graphics – Startup specializing in logo design, poster design, and mockups.
- Participant – Technovate for India Student Conclave 2024 – Gained exposure to startup ecosystems and entrepreneurship.

Languages

English
Tamil