

CV

PERSONAL INFORMATION

Name: Mohan Raghul

Address: Terapivägen 16A, Huddinge, 14156,
Stockholm (Sweden)

Telephone: +46734992812

Mail/Skype id: rahulmohan997@gmail.com

Linkedin: <https://www.linkedin.com/in/raghul-mohan/>

Portfolio: <https://raghulmohan.tk/>

GitHub: <https://github.com/Raghul1995>

WORK EXPERIENCE

Jul 2020 – Present

React Developer - Freelancer

Stockholm (Sweden)

- Built a COVID-19 tracker project that fetches the live data from the API using Async/Await syntax. In addition to that, this project is built using React with additional modules such as Material UI and Charts.js
- Built a project to display the population of Sweden according to cities using Apex Charts. an open-source library for creating charts to display data. This chart is built by a combination of vanilla JavaScript and React.js.

Dec 2019 – Jun 2020

Sales Support - Consultant

Kofax, Stockholm (Sweden)

- Worked directly with end consumers regarding product licensing processes such as license generation, opportunity creation etc.
- Dealt with salesforce migration issues and improve the whole order processing system within a short period.
- Managed customer accounts and ensure excellent customer service and customer experience
- Provided troubleshooting assistance for customer orders, account statuses and relevant problems

July 2019 – Nov 2019

Marketing Specialist - Internship

Pliance - Automated AML, Stockholm (Sverige)

- Managed on-site and off-site SEO, thus advancing front page organic rankings in a timely matter usually between 1-2 weeks per keyword.
- Qualified and generate leads organically and streamline the whole process using CRM- **Pipedrive** tool
- Built, A/B tested, and continually optimized advertising campaigns in AdWords and improved QS (from 3 to 7+), CTR (200% improvement) and CPV (decreased by 30%).
- Negotiated pricing with customers and suppliers to achieve an actionable outcome.

Jan 2019 – Mar 2019

Marketing Associate - Internship

Beatnik Eyewear, Stockholm (Sverige)

- Identified new business opportunities - including new markets, growth areas, trends, customers, products and services.
- Developed new Paid Search strategy and directed execution of PPC campaigns that resulted in 109% improvement in paid search
- Worked closely with influencers to increase brand awareness and boost sales by 20%
- Increased customer conversion rate with discount and referral campaigns, generating 200 converted customers online.

EDUCATION

August 2016 - May 2018

Master in industrial management

Halmstad University, Halmstad (Sweden)

September 2012 - May 2016

Bachelor in Electronics and Engineering

Anna University, Chennai (India)

Computer skills

HTML5, CSS3, JavaScript, BootStrap4, React, Redux, Node, GitHub

Master thesis – Working with Multiple Business models: A Case study of HMS.

This thesis highlights the integrating strategy used to manage multiple business models through acquisition and realizing synergies, that adversely alters the distribution of possible outcomes regardless of increase or decrease of expected outcome.

PERSONAL SKILLS

Languages

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- **English** - Fluent in speech and writing
 - **Swedish** – Intermediate in speech and writing

CERTIFICATIONS

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- **The fundamentals of Digital Marketing**
ID: EU3 TXR B55
 - **Google Ads Fundamentals**
ID: 35888706
 - **Google Ads Search**
ID: 36359935
 - **Google Analytics**
ID: 37399586
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