

# Raju Maurya

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## Career Summary

Result-driven BBA student specializing in Marketing and Operations Management with practical experience in sales, digital marketing, and business development. Planned and executed marketing campaigns that increased engagement and supported business growth. Improved operations to make work more efficient and built strong customer relationships. Known for leadership, problem-solving, and analytical thinking, with a goal to deliver real results and contribute to business success.

## Professional Experience

Co-Founder & Entrepreneur, **UnlockGrowthMedia**.

Sep - 2025 – Present

- Provide high-quality professional services to clients.
- Enhance market visibility and expand business reach.
- Promote and build a strong, recognizable brand presence.

## Professional Internships

Digital Marketing Intern, **UnlockDiscounts**.

Apr 2025 – Sep 2025

- Researched and wrote SEO blogs to improve website ranking.
- Guided team members in content creation and keyword planning.
- Promoted to Team Lead – Content Research for strong leadership and results.

Sales And Marketing Intern, **Ctpl.io**.

Jun 2025 – Aug 2025

- Assisted in sales operations with a focus on customer satisfaction.
- Worked on course pitching and brand promotion to boost engagement.
- Gained practical experience in sales strategies and marketing activities.

Sales And Marketing Intern, **Sanskriti University**.

Apr 2024 – Aug 2024

- Assisted in admission counseling and guided applicants on courses and procedures.
- Supported sales and promotional efforts to boost student admissions.
- Focused on effective communication and relationship building with students and parents.

## Education

- Bachelor of Business Administration  
Sanskriti University, Mathura | SGPA: 8.61
- Senior Secondary (XII)  
HP Board | Himachal Pradesh | 67.20%
- Secondary (X)  
HP Board | Himachal Pradesh | 69.00%

Aug 2023 – May 2026

May 2021 – Mar 2022

May 2019 – Mar 2020

## Skills

### Soft Skills

Communication  
Time Management  
Leadership  
Performance Monitoring  
Problem Solving

### Hard Skills

Event Management  
Project Management  
Operation Management  
Digital Marketing  
Business Development

### Technical Skills

MS Office (Excel, Word, PowerPoint)  
Tally ERP 9  
ERP Tools  
CRM Management  
Google Analytics

## Certification/Activities

- Project Management – LinkedIn Learning.
- Event Management – OHSC.
- Digital Marketing Fundamentals – IIIDE.
- Member of Student Council – Marketing Secretary.
- Team Lead, Business & Leadership Conclave - Sanskriti University.

