

# ROHIT KUMAR

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in [LinkedIn Profile](#)

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**Skills:** Customer Engagement & Relationship Management

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## CERTIFICATION

- Strategic Market Research & Consumer Insights | [Certificate](#)
  - Event Coordinator | Techno-Cultural Fest AdvITya'23 | [Certificate](#)
  - Student Engagement Coordinator | Data Science Club, VIT Bhopal | [Certificate](#)
  - Membership & Community Growth Manager (D2C Ignitor) | [Certificate](#)
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## EDUCATION

**Vellore Institute of Technology, Bhopal**

*B. Tech in Computer Science & Engineering*

*CGPA (Feb 25 -Ongoing): 8.06/10*

**September 2021- May 2025**

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## WORK EXPERIENCE

### Market Research Analyst | IBM Cognos Project

- Led a **4-member team** to analyze customer behavior and market trends, boosting campaign conversions by **25%**.
- Conducted **sentiment analysis** and studied social media trends to understand consumer preferences.
- Developed **data-driven insights** that helped optimize marketing strategies and improve engagement.
- Link and Results: <https://github.com/smartinternz02/SI-GuidedProject-587909-1697600643>.

### D2C Ignitor | Membership & Community Growth

- Managed onboarding and engagement of **200+ members**, ensuring smooth recruitment processes.
- Developed strategies to increase membership retention and active participation.
- Organized networking events to foster collaboration and communication among members.

### Event Coordinator | Techno-Cultural Fest AdvITya'23

- Led event coordination for a large-scale university fest, managing logistics and participant engagement.
- Collaborated with multiple stakeholders to ensure smooth event execution.
- Assisted in organizing "**Navigating Cybersecurity and Clouding Inside Out**", facilitating speaker interactions and audience engagement.

### Student Engagement Coordinator | Data Science Club, VIT Bhopal

- Organized and facilitated the "**Build Your Base**" online-offline event, boosting student participation.
  - Engaged with students to improve club discussions, outreach, and networking.
  - Worked with faculty and club members to **expand event reach** and enhance member experience.
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## ADDITIONAL INFORMATION

**Languages:** English, Hindi

**Hobbies:** Gym, Jogging, Coding, music, travelling