

# RUTUJA UMAKANT ABANDE

Paris, France | + (49) 1627689701 | [rutuja.abande@edu.escp.eu](mailto:rutuja.abande@edu.escp.eu) | [LinkedIn](#) | [Portfolio](#)

Performance-driven marketing student with hands-on experience in paid media campaigns, KPI reporting, ad copywriting, and client communication. Experienced in working with marketing platforms like Meta, Google Ads, and DV360.

**Technical skills:** Meta Ads, YT Ads, Google Ads, Google Analytics, MS Excel, PowerPoint, SEO, Social Media Strategies, Copywriting, CRM, Community Management

**Project skills:** Analytical Skills, Independent, Team player, Structured Work, Communication, Proactive, Detail-oriented

**Language skills:** English (Native), German (Intermediate), Hindi (Native), Marathi (Native)

**Certifications:** Inside LVMH, L'Oréal Brandstorm 2025, Display & Video 360 Certification, Campaign Manager 360 Certification

## EDUCATION

**ESCP Business School** | Master in Management | Berlin, Madrid, Paris | **GPA: 3.8/4** **09/2024 – Present**

- ◆ *Specialization:* Digital Project Management (Courses: Agile Project Management, Digital Strategic Portfolio, CAPM Certification)

**NMIMS University** | Bachelor of Business Administration | India | **Top 16 Percentile** **07/2017 – 08/2020**

- ◆ *Highlighted Coursework:* Strategy, Corporate Finance, Digital Marketing, Advertising & Branding, Law, Consumer Behavior

## WORK EXPERIENCE

**Sr. Associate, Digital Marketing | Dentsu, India (Ad Agency)** **06/2022 – 11/2023**

- ◆ Executed paid media campaigns, boosting engagement by **25%** through targeted **Meta, Google, & DV360 activations**.
- ◆ Built automated Excel dashboards & Power BI reports, reducing campaign analysis & reporting time by 30%.
- ◆ Created post-campaign decks and presented strategic recommendations to C-level stakeholders to guide next-phase decisions.
- ◆ Managed cross-market projects independently, coordinating creative, analytics, stakeholder deliverables under tight timelines.

**Vogue Advertising Sales Intern | Conde Nast, India** **06/2021 – 07/2021**

- ◆ Performed in-depth competitor intelligence on 90+ luxury brands, streamlining outreach and enhancing pitch success.
- ◆ Developed pitch decks for luxury clients and created a master sheet data, reducing reporting time by 25%.

**Social Media Intern | Trakin Tech, India (Youtuber/ Influencer)** **05/2019 – 06/2019**

- ◆ Maintained daily social media editorial plan across **YT, Instagram, & FB**, ensuring timely content rollout for **200K+ audience**.
- ◆ Created original posts, drafted captions, & adapted content to drive shareability, increasing **30,000 + new followers** in **2 months**.
- ◆ Wrote [SEO-optimized articles](#), generating **5,000+ impressions** & ranking in the **top 4 Google search** for key industry terms.
- ◆ Monitored competitor channels weekly and brainstormed innovative content ideas to strengthen community engagement.

**Business Development Intern | Desi Farms, India (Wellness Food Startup)** **05/2018 – 07/2018**

- ◆ Planned and coordinated retail promotional events and kiosk activations at modern trade outlets and food exhibitions.
- ◆ Generated over **250 leads** and converted **80+ new customers** via in-person activations and on-ground engagement tactics.

**AIIESEC – Marketing & Exchange Coordinator, India** **01/2018 – 07/2018**

- ◆ Oversaw communication and planning for **25+ international youth exchange projects**, handling schedules and documentation.
- ◆ Supported promotional outreach via email newsletters and coordinated event logistics with external partners.

## LEADERSHIP POSITIONS

**Student Ambassador | Marketing & Recruitment, ESCP** **09/2024 – Present**

- ◆ Led virtual open days with 950+ attendees, managed 425+ live chat queries, and coordinated 144 one to one sessions.

**President | Placement Committee, NMIMS** **04/2019 – 04/2020**

- ◆ Led a 24-member team, securing internships/placements for 110 students while onboarding 50 new recruiters.

## RESEARCH/PROJECTS

- ◆ Developed and shared content for The LGBTQ+ India Organization, led to **30%** increase in social media engagement.
- ◆ Launched a **social blog “Lunatic Pencil”** on Instagram, reached **50K impressions in 10 days** | Authored on topics Period Stigma & Body Dysmorphia.