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COVERING LETTER

Name: Rahul Santosh Vyas

Address: Nalanda Society 1B-52, Evershine Nagar Malad (w), Mumbai 400064

Contact no: 7045635547

Email ID: Rahuldigi25@gmail.com

Respected Sir/Madam,

I have a successful combination to my credit of engaging into copious of assignments which consist of inventiveness with a great scope of learning.

Certified as 'Post Graduate Diploma in Digital Marketing 'from Mumbai University.

A Tour through my enclosed resume shall take you through the details of my credentials, I would be glad to express my righteous innovative ideas for the welfare of the organization.

Thanking you in anticipation.

Resume

Name: Rahul Santosh Vyas.

Date of birth: 25th October 1995.

Residential Address: Nalanda Society 1B-52, Evershine nagar, link road, Malad (west), Mumbai 400064.

Phone no: 7045635547.

Emergency no:8080016860.

School/College:

- **School:** Dr.S. Radhakrishnan Vidyalaya.
- **College:** Devi prasad Goenka Management of Media Studies (DGMC).

Educational Background:

DrGanshayamdas Saraf College	2013	February	H.S.C	55.50%
Devi Prasad Goenka management of Media Studies	2016	April	BMM (Advertising)	69.99%
Devi Prasad Goenka management of Media Studies	2017	July	Digital Marketing	80% (Distinction)

Will be pursuing Mastery course in '**Social Media Marketing**' which comprises of live projects as per the Industry requirements.

Experience: I hold to my credit an experience of working for 1 year as a copywriter.

Companies served for: *Innovators Web Solution, Techved Consultancy Digital Solution, UK Digital services.*

Previous CTC: 7.5k

Current CTC: 18,249.00 PM.

2020 Achievement;

A published author of the book '***Surroundings & Insights***'

Practical projects handled at Innovators Web solution:

- Old harbour tea website content & product content.
- U & I holiday social media post (Attraction & destination).
- Content for excursion packages (Indonesia, Maldives & Bali).
- U & I website content writing (Seo friendly).
- Social media content for U & I based agency inauguration at Australia.
- Blogging on U & I services & tour packages.

Practical Assignment; (The Previously done Projects):

- Conducted research on '**TushaTextile' Garment Industry** to know how effectively they communicate using Digital Platforms to connect with their potential clients & recommended them certain avenues to burgeon their business which will culminate into successful results (A Mass Communication Project)
- Website content optimization & Designed website for pharmacy-based service i.e.; '**Healing Hands**'. {WordPress dashboard}.
- Worked on short rebranding (product- chocolate '**Cadbury-Eclairs**') project for marketing.
- Created social media strategies & social media handle for eminent image consultant '**Parween Gandhi**'.
- Social Media strategies for '**Neha Ranglani**' (a celebrity nutritionist) along with adequate ad scheduling and postings on different social media handles.
- A copywriting assignment of crafting a billboard ad message for '**Men's shaving razor**' along with an Ad campaign on '**Samsung Galaxy 6**'

Assignments:

- Voot Research Reports. (proofreading)
- Lenskart Findings. (proofreading)

- ICICI Lombard. (proofreading)
- Usability Guidelines of Mobizen. (proofreading)
- Morae Research Report. (proofreading)
- Vernacular Language v/s English Language Report. (proofreading)
- Transcription for TAD Online Tutorials. (proofreading)
- Techved Website Revamp DG. (proofreading)

Blogger:

Blogger on Overblog.com {MyShortStories}

Languages are known: Hindi, English &Tamil.

Skills & Activities:

British English (Self-trained in accent (posh & welsh) along with colloquial commonly used).

Compered a kid's talent hunt show (in 2015).

A Mimic.

An Author & ardent writer.