



RAKHI GHOSH

MARKETING & BRANDING
PROFESSIONAL

PERSONAL PROFILE

I am a Marketing & Branding professional with **7+** years of experience in Marketing Communication, Brand Management, Social Media Marketing, and Online Reputation Management.

I am also an state-level debater, orator and have trained over 3000+ Management students, Corporates, Teachers & budding business owners.

I am a Keynote Speaker & listed are the topics on which I speak -

- Social Media Marketing
- Content Marketing
- Influencer Marketing - Know- Hows
- The science of doing business
- Entrepreneurship as a career
- Growth Hacking Strategies for startups
- Disrupting Marketing & Sales with Digital

AREAS OF EXPERTISE

- Marketing & Communication
- Social Media Marketing
- Media Planning & Management
- Brand Positioning & Management
- Sales Funnel Creation & Analysis
- Design
- Marketing Automation
- Student Lifecycle Management

CERTIFICATION

- Google Analytics
- Google Digital Unlocked
- Ad Policies for Content, Creative and targeting
- Data Analytics
- Meta for Business
- WhatsApp API for Business

WORK EXPERIENCE

HOD - DIGITAL MARKETING

DY Patil Vidyapeeth - Centre for Online Learning |
July 2021 - Present (2 year 11 months)

Technical Role

- Developing Digital Marketing and Branding Strategies
- Developing Brand Identity
- Developing Marketing Collaterals
- Coordinating with multiple agencies for lead generation and other promotion based activities
- Managing CRM, working on Lead Funnel & Projection
- Managing Email & WhatsApp API Automation
- Managing Telephony & automation
- Designing SEO Campaigns, monitoring keywords, overall website analysis
- Designing Landing page for SEM & On Page, managing bids, budget, CPL
- Developing Social Media Campaign
- Managing all the social media platforms and optimizing the same

Academic Role

- Developing Content (eBooks, PPT, Articles) for Courses (Social Media Marketing & Digital Marketing)
- Taking Online Sessions
- Reviewing the existing content
- Updating the content as per current industry trends

HEAD OF MARKETING

Uqrious Group | Oct 2019 - July 2021
(1 year 10 month)

- Develop digital marketing roadmaps to help define a series of initiatives to achieve keyword commitment, organic traffic, leads, and key business goals
- Responsible for undertaking Social Media initiatives, strategy, and implementation for various accounts
- Responsible for Online Reputation Management for the brands
- Managing online and offline Marketing communication Activities
- Handling the process from planning, analyzing, strategizing, implementing the process, evaluating, and executing the improvement of websites
- Conducting Digital Marketing training sessions for students
- Providing in-house training to social media team
- Providing training to sales team & reviewing work

TOOLS

Meritto CRM| Ozonetel
Mail Chimp | Wix |
WordPress | Canva
Creator Studio |
Business Manager |
TweetDeck
Powtoon | Power
Director | HootSuite |

RESEARCH & PUBLICATIONS

Presented paper on "A comparative
evaluation of the **brand perception of
Samsung and LG LED Televisions** "
Presented paper on "**Where to Be Born Index**"
Presented paper on "**Planning Commission**"

LANGUAGES

English | Hindi | Bengali | Assamese |
Marathi

CONTACT INFO

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SOCIAL MEDIA PAGES

Facebook -

<https://www.facebook.com/uqriousrakhi>

LinkedIn -

<https://www.linkedin.com/in/uqrious-rakhi-ghosh/>

Instagram -

<https://www.instagram.com/uqriousrakhi/>

Twitter - <https://twitter.com/uqriousrakhi>

WORK EXPERIENCE

ASST. MARKETING MANAGER

Ramanbyte Pvt Ltd | Mar 2018 - Sep 2019
(1year 6 month)

- Responsible for Overall Online and offline marketing communication planning and execution with senior management
- Responsible for website content management
- Researching the media planning and execution
- Managing Brand Reputation (Online and Offline)
- Providing training to sales team
- Creating promotional activities of the products and services
- Responsible for monitoring social media content and identifying key trends across social media channels
- Supporting Sales and BA team in product development
- Providing ERP training to students and other stakeholders

MARKETING MANAGER

CBS Venture | Jan 2018 - Mar 2018 (3 month)

- Managing all marketing for the company and activities within the marketing department
- Training sales team & reviewing productivity
- Developing the marketing strategy for the company in line with company objectives.
- Managing online and offline Marketing communication Activities

BUSINESS DEVELOPMENT INTERN

Ramanbyte Pvt Ltd | May 2017 - Sep 2017 (5 month)

Title: "To find out the market potential of ERP software amongst Educational Institutions"

RETAIL MERCHANDISING INTERN

United Colors of Benetton | 25th-29th Jan 2017

Title: "Visual Merchandising and Competitor Analysis"

MARKET RESEARCH INTERN

Mahindra Finance | Dec 2016 - Jan 2017 (2 month)

Title: "Demonetization and its effect on Mahindra Finance"

ACADEMIC HISTORY

PUNE INSTITUTE OF BUSINESS MANAGEMENT, PUNE

PGDM - Marketing | 2018

WOMEN'S COLLEGE, SHILLONG

B.A - Economics | 2016

DECLARATION

I hereby, declare that, the above stated information are best to my knowledge.