

# SAMARTH KUMAR MERWAH

## MARKETING & INTERNATIONAL BUSINESS

### STATEMENT

A highly driven and goal oriented individual; who is naturally adaptable and works well under pressure. A natural-born leader with utmost care for team building and collaboration.

### CONTACT

**Location :** India  
**Email :** samarth.merwah@gmail.com | smerwah2017@student.hult.edu  
**Phone number :** +91 9871790790  
**LinkedIn :** <https://www.linkedin.com/in/samarthmerwah>

### EDUCATION

March 2019	<b>MASTERS IN INTERNATIONAL MARKETING (MIM)</b> Hult International Business School   Boston
August 2018	<b>MASTERS IN INTERNATIONAL BUSINESS (MIB)</b> Hult International Business School   Dubai
May 2017	<b>BACHELOR IN ENGLISH (HONORS) (BA)</b> Amity University   Gurgaon, India

### SKILLS

CORE SKILLS	SUPPORT SKILLS
1. Leadership	1. Financial Accounting
2. Research	2. Risk Management
3. Digital Marketing	3. Business Strategy
4. Business Strategy	4. Creative Writing
5. Management	5. Data Analysis

### EXPERIENCE

December 2019	<b>EVENTS WITH BENEFITZ – BOSTON, MASSACHUSETTS</b> <i>Event Coordinator</i> Acted as the face of the company, served as a tour guide trolley rides through the Boston Area, created a fun and engaging environment for all 25-40 customers, maintained full control of the event from logistics to safety, accounted for every detail and ensure each event ran seamlessly, ensured customer satisfaction and excellent customer service.
October 2019 - March 2020	<b>HULT INTERNATIONAL BUSINESS SCHOOL – BOSTON, MASSACHUSETTS</b> <i>Teacher's Assistant – Marketing and Society</i> Create and implement innovative lessons, assist with classroom instruction and provide support and guidance to 300+ students, design and implement a system to track student progress and ensure participation is on track, work closely with 2 professors across multiple classrooms to identify student issues and develop appropriate solutions.
September 2019 - March 2020	<b>CLOVER FOOD LAB – BOSTON, MASSACHUSETTS</b> <i>Communications Associate</i> Engage one-on-one with customers at multiple locations every day, develop employees' engagement, build sales and improve customer experience, collect and respond to customer feedback. maintain retail inventory, track sales, and assist in merchandising, align restaurant staff with Clover's corporate communications team to execute weekly, monthly, and yearly communications campaigns • Internal performance review – Clover Guide Certified November 2019
April - September 2019	<b>AUTOMAXIMIZER – BOSTON, MASSACHUSETTS</b> <i>Social Media Manager</i> Developed, implemented and managed multi-platform social media strategies, defined most important social media KPIs, measured the success of social media campaigns, oversaw customer engagement, SEO-SEM and Inbound Marketing, management for website, content planning, team collaboration, Major Highlight – Increased website visits from 20k to 50k
June 2019	<b>DESIGN THE FUTURE – BOSTON, MASSACHUSETTS JUNE 2019</b> <i>Non-technical coach</i> Taught High School Students Design Thinking and Human-Centric Design at Boston University, served as a liaison between student and individuals with disabilities, coached team of 4 students and helped them design household identifiers for the visually disabled – using 3D printing, laser cutting and woodworking.
May - July 2017	<b>CONCEPTREE — DEHRADUN, INDIA</b> <i>Intern</i> Interned for 3 consecutive summers from 2015 - 2017, created and managed Facebook pages for over 10 companies and over 30 events – including daily updates, responding to direct messages within an hour, used Google Analytics to analyze traffic; presented findings and recommendations to clients, developed and generated content for 15 websites; improved SEO for ten, communicated directly with 20+ clients – increased positive feedback by 40%; doubled number of walk-in clients, led 15+ press conferences; received coverage from 12 major news outlets in Dehradun, collaborated with WIC Dehradun to draft press releases for over forty events; featured in all major newspapers. mentored 3 interns, awarded 'Employee of the Month' and 'Intern of the Year' certificates twice and once respectively. Major Highlight - Organized a 45-day soccer event – responsible for event management, social media awareness, website content and press releases.
May - July 2017	<b>Y CAFE – DEHRADUN, INDIA</b> <i>Intern</i> Managed books – inventory, sales and profit margin calculation; helped increase revenue by 12%, simplified accounting process and trained team to ensure smooth transition after internship ended, voted 'Favourite Server' by 75% of repeat customers, increased restaurant star rating from 2 to 3.

### ADDITIONAL INFORMATION

**Certifications:** Proficient in Tableau, HubSpot Inbound and Social Marketing, Google Analytics  
**Languages:** English (native), Hindi (native), Spanish (basic)  
**Awards:** Most Promising Player – Basketball; cash prize – High School (2011)