

# VANSH KHULLAR

vansh.khullar96@gmail.com

+91 9999361757

Objective

Seeking a position in a dynamic environment where my digital marketing skills, commerce background, and creative problem-solving abilities can be applied to benefit the organization as well as provide growth in my professional career.

Education

Bachelors in Management Studies Digital; Media Marketing course: Certified

K.C. College, Mumbai

2015 - 2018

XII- Commerce with Entrepreneurship

The Heritage School, Delhi

2013 - 2014

X- Commerce

The Heritage School, Delhi

2011 - 2012

Professional Experience

#### **Research Analyst**

Assiduous Consulting, Gurgaon

07/2019 - present

- Worked Offshore, at Dassault Systemes, Gurgaon.
- Research Using computer programs to mine data sources and look for trends.
- Analytics Analyzing different trends to extract crucial data for legal proceedings.
- Monitoring Conducting compliance audits at targeted organizations extracted from the data sourced.

## **Digital Marketing Executive**

04/2019 - 07/2019

Modifyed Digital, Nodia

- Worked on Bonjour, Hush Puppies and Vami.
- Contributing in their social media campaigns. Further, Designing social media contests to increase followers and boost sales.
- · Contacting and finalising influencers.
- · Writing social media content daily with creatives.

#### **Customer Relationship Management Plan**

Mr. Bean Coffee House, Mumbai

- Generated loyalty programs entailing membership cards and additional discounts that enriched customer experience.
- Designed personalization options for customers to build their own unique product experience such as 'Make Your Own Coffee' and Latte Art.

### Tesla's Marketing Plan for India

Tesla. Mumbai

- Developed a final model showcasing adaptations needed for Tesla to become a top automotive company prior to entering the Indian market.
- Created a community marketing strategy for Tesla to increase Public Relations at automotive and energy expositions with product simulators.

# Dissertation on 'Marketing And Revolutionizing of Solar Energy'

K.C. College, Mumbai

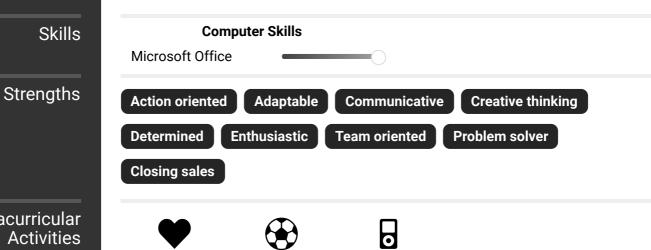
• Completed an extensive report on how solar powered products can and should be promoted due to the imperative need for sustainable development.

Skills

Languages Social Media Skills

English Native Facebook Hindi Native Instagram Twitter





Music

Extracurricular Activities

Volunteering