



VANSH KHULLAR

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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 2015 – 2018
K.C. College, Mumbai

XII- Commerce with Entrepreneurship 2013 – 2014
The Heritage School, Delhi

X- Commerce 2011 – 2012
The Heritage School, Delhi

Professional Experience

Research Analyst 07/2019 – present
Assiduous Consulting, Gurgaon

- 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
Modified 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

English
Hindi

Native
Native

Social Media Skills

Facebook
Instagram
Twitter



Skills

Strengths

Extracurricular Activities

Computer Skills

Microsoft Office



Action oriented

Adaptable

Communicative

Creative thinking

Determined

Enthusiastic

Team oriented

Problem solver

Closing sales



Volunteering



Soccer



Music