

RAHUL KUMAR

Marketing | HRM | Brand Management
| Business Development | Talent
Acquisition

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ABOUT ME

Brand, Marketing, Business Development & HR professional with 7+ years of experience across Retail, Logistic, Finance, IT, Staffing Agency, Education. Skilled in Sales, marketing campaigns, brand strategy, integrated communications, creative development, HR operations, recruitment support, vendor management, and team leadership—driving impactful, insight-led organizational outcomes.

EDUCATION

MBA – MARKETING AND HR

2021–2023

Suresh Gyan Vihar University, Jaipur

B.COM

2014–2017

Magadh University, Patna

WORK EXPERIENCE

HR Admin

18 Aug, 2025 – Present

Planyourworld Training Academy

- Manage end-to-end recruitment processes including sourcing, screening, and onboarding.
- Maintain employee records and ensure timely updates of HR databases and documents.
- Assist in implementing HR policies, employee engagement, and grievance handling.
- Allocating, and managing company-owned assets like laptops or equipment assigned to employees.

HR Executive Cum Sales Manager

15 Jan, 2025 – 31 Mar, 2025

Ecom Delivery

- Manage end-to-end recruitment processes including sourcing, screening, and onboarding.
- Maintain employee records and ensure timely updates of HR databases and documents.
- Assist in implementing HR policies, employee engagement, and grievance handling.
- Led franchise sales initiatives by identifying and onboarding new partners to expand business presence across target regions.
- Managed end-to-end franchise acquisition process, including lead generation, negotiation, and agreement finalization.

Asst. Marketing and HR Manager (Promoted)

01 Sep, 2023 – 31 Dec, 2025

Megaconnect Technologies Pvt Ltd

- Developed and executed marketing strategies to enhance brand visibility and lead generation.

- Identified and pursued new business opportunities to drive revenue growth and expand client base.
- Built strong client relationships through regular communication and service follow-ups.
- Managed end-to-end recruitment process including sourcing, screening, and onboarding candidates.
- Coordinated employee engagement activities and supported HR operational functions.
- Conducted market research and competitor analysis to support strategic planning and decision-making.

Assistant Manager

19 Jan, 2024 – 24 Aug, 2024

Bandhan Bank

- Evaluated loan applications by analyzing financial data, credit history, and eligibility criteria.
- Ensured compliance with internal policies and regulatory guidelines during the sanction process.
- Coordinated with sales and credit teams for timely processing and disbursement of loans.
- Maintained accurate records and supported audits to ensure transparency and risk control.

Marketing and HR Trainee

01 June, 2023 – 31 Aug, 2023

Megaconnect Technologies Pvt Ltd

- Develop and execute recruitment strategies to attract and retain top talent.
- Manage onboarding, employee engagement, and performance management activities.
- Plan and implement marketing campaigns to boost brand visibility and lead generation.
- Identify and pursue new business opportunities to drive revenue growth.
- Conduct training programs to enhance employee skills and organizational productivity.
- Collaborate with cross-functional teams to align HR and business development goals.

Sales Executive

23 Jan, 2021 – 10 Dec, 2021

Siyaram's Shop

- Assisted customers in selecting fabrics and garments, providing excellent product knowledge and personalized recommendations.
- Achieved monthly sales targets through effective upselling and cross-selling techniques.
- Managed visual merchandising and ensured the store layout was attractive and organized.
- Handled billing, stock inventory, and customer queries to ensure smooth store operations.

Sales Executive

01 Apr, 2018 – 20 March, 2020

Indian Clothing League Pvt Ltd

- Managed in-store customer interactions, promoting kidswear collections and assisting in product selection.
- Achieved monthly sales targets through effective upselling and cross-selling strategies.
- Maintained visual merchandising standards and ensured attractive product displays.
- Handled stock updates, and provided excellent post-sales support.

Sales Executive

21 Sep, 2017 – 31 March, 2018

V Mart Retail Limited

- Assisted customers with product selection and provided excellent in-store service to enhance shopping experience.

- Achieved monthly sales targets through effective upselling and cross-selling techniques.
- Maintained stock levels, organized merchandise displays, and ensured visual merchandising standards.
- Handled operations and supported inventory checks to ensure accurate stock management.

Sales Executive

19 Feb, 2016 – 23 June, 2017

Bazaar Kolkata

- Assisted customers in selecting products, ensuring high customer satisfaction and repeat business.
- Maintained merchandise displays and ensured stock availability on the sales floor.
- Achieved monthly sales targets through effective product recommendations and upselling.
- Handled returns, and exchanges while maintaining accurate inventory records.

Business Development Executive

07 Oct, 2014 – 25 Jan, 2016

Maa Ambey Tour and Travel

- Developed and maintained client relationships to promote travel and tourism services.
- Handled railway and flight ticket bookings, ensuring accuracy and timely confirmations.
- Identified new business opportunities and generated leads through various channels.
- Assisted customers with customized travel packages and resolved queries efficiently.

SKILL

HR & IR

- Recruitment & Talent Acquisition
- Employee Relations
- HR Compliance & Labor Laws
- Performance Management
- Training & Development
- HRIS & Data Management

Administration

- Corporate Communication
- Strategic Thinking
- Analytical Skills
- Time Management
- Analytical Skills
- Adaptability
- Team Collaboration
- Canva

Marketing & Sales

- Market Research & Analysis
- Brand Management
- Campaign Management
- CRM & Lead Nurturing
- Content Creation
- Business development & Sales

LANGUAGE

English

Read – Write – Speak

Hindi

Read – Write – Speak