

RACHIT AHLAWAT

BUSINESS ADMINISTRATION STUDENT

New Delhi | +91 982-117-7448 | rachitahlawat178@gmail.com

SKILLS

- **Marketing:** Content strategy, Social media management, Market research
- **Platforms:** Instagram, Facebook, LinkedIn
- **Soft Skills:** Problem-solving, Team collaboration, Meeting deadlines, Creative thinking

EDUCATION

BACHELOR OF BUSINESS STUDIES
(2023 – 2026)

Gitarattan International Business School
(Guru Gobind Singh Indraprastha University)

LANGUAGES

- English (Professional)
- Hindi (Native)

PROFESSIONAL PROFILE

Final year BBA student passionate about marketing with a knack for social media management and digital campaign creation. Strong analytical mindset with practical experience in market research projects and content strategy. Looking to bring fresh perspectives and up-to-date digital marketing knowledge to a forward-thinking company.

VIRTUAL EXPERIENCE PROGRAMS

Mastercard Strategy & Consulting Virtual Experience Program
Forage – Completed: May 2025

Participated in a high-impact simulation mirroring Mastercard's client engagement process and consulting workflows.

- Developed insights in:
 - Market sizing & segmentation analysis
 - Executive-level client communication frameworks
 - Strategic thinking under pressure
 - Data storytelling for C-suite impact

City of Moreton Bay – Event Operations in Tourism Virtual Experience

Forage – Completed: December 2024

- Completed an immersive job simulation replicating the role of an Event Operations Assistant within the tourism sector.
- Practiced:
 - Structuring clear, outcome-driven communications
 - Understanding stakeholder coordination in large-scale public events
 - Exploring event operations frameworks aligned with local government operations

CERTIFICATIONS

- **HP LIFE Online Course** - Selling Online - April 2025