

RASHI MAITHUL

Erasmus Mundus Master's - Tourism Development & Culture (TourDC)

📍 Lisbon, Portugal

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in Rashi Maithul



EDUCATION

Erasmus Mundus Joint Master Degree in Tourism Development & Culture (TourDc)

University of Glasgow

📅 Sept 2020 - Dec 2020

📍 Dumfries, Scotland

Erasmus Mundus Joint Master Degree in Tourism Development & Culture (TourDc)

University of Malta

📅 Feb 2020 - July 2020

📍 Malta

Summer Workshop (TourDc)

University of Wageningen

📅 July 2021

📍 Netherlands

Erasmus Mundus Joint Master Degree in Tourism Development & Culture (TourDc)

University Institute of Lisbon

📅 Sept 2021 - Sept 2022

📍 Lisbon, Portugal

Bachelor's in Tourism Management

College of Vocational Studies, University of Delhi

📅 2014 -2017

📍 Delhi, India

Advance Diploma in French Language

Kamla Nehru College, University of Delhi

📅 2016 -2017

📍 Delhi, India

EXPERIENCE

Marketing & Strategy Development Intern (Part-Time)

Green Destinations

📅 Oct 2021 - Present

📍 Remote

- Developing marketing strategy for **START program** that aims to help destinations achieve their sustainability ambitions and overcome climate challenges
- Developing Digital Marketing Strategy for **Good Travel Guide**
- Assisting with content creation for blog and social media channels
- Supporting Green Destination's partnership with India market
- Conducting competitive and competitor analysis

Social Media Manager (Volunteer)

Erasmus Mundus Association

📅 Oct 2020 - Present

📍 Brussels, Belgium

- Contributing towards various EMA's projects, like
 - GENIE Platform
 - Diversity & Inclusion Video Series
 - Interconnected Project
- Manage & facilitate social media communities
- Create engaging multimedia content across multiple platforms

SUMMARY

Experienced professional in Tourism Marketing, skilled in developing and implementing marketing strategies for high-budget online & offline tourism related campaigns. Recently represented University of Glasgow as the 2nd top team in the finale of United National World Tourism Organisation (UNWTO) student's competition for rural development.

AREA OF EXPERTISE

Marketing Management & Communications

Public Relations

Market Research

Social Media Marketing

Strategic thinking

Creative Thinking

Strong Work Ethic

Critical Analysis

TECHNICAL SKILLS

Graphic Design Platform - CANVA

Microsoft Word & Powerpoint

Google Suite

COURSE MODULES

- Marketing Management of Cultural Tourism
- Innovative Tourism Management Practices
- Environmental Communications
- Research Methods of Cultural Tourism
- Tourism Regional Development
- Large Events & Event Management
- Wine Tourism & Wine Business
- Tourism & Urban World

LANGUAGES KNOWN

English

French

Hindi

STRENGTHS

Committed and Flexibility

Teamwork

Consistent and Adaptable

Workaholic

Leadership & Good Communication Skills

Innovative, Creative & Proficient

EXPERIENCE

Business Development Manager

Representation World

📅 May 2019 – July 2020

📍 New Delhi, India

- Developing growth strategies & plans for the organization
- Assist International Tourism Boards in developing & executing market plans
- Organizing networking events & training for international tourism boards
- Managing & retaining relationships with the trade partners
- Writing company press releases & getting it published
- Representing our organisation in Trade shows & networking events
- Managing social media channels & increasing engagement
- Creating monthly analytic reports and using them to develop effective marketing strategies
- Writing bid proposals for international Tourism boards

Media Analyst (French Language)

Prime Media and Opinion Analysis (Acquired by Wipro)

📅 Dec 2017 – May 2019

📍 Gurugram, India

- Created reports after doing research & analysis of relevant print, online, broadcast & social media coverage for our clients
- Monitored corporate policies, products, industry & competitor trends for companies within this designated sector

Travel Consultant (Trainee)

FCM Travel Solutions

📅 June 2017 - Dec 2017

📍 New Delhi, India

- Explored various potential tourist destinations
- Attended conferences to maintain familiarity with tourism trends
- Interacted with clients to understand their travel needs
- Prepared itineraries according to client's requirements
- Maintained relationship with tour operators & travel service providers
- Organized travel from beginning to end from booking travel tickets, accommodation, securing rental transportation

Tour co-coordinator (Intern)

Delhi Tourism

📅 June 2016

📍 New Delhi, India

- Understanding and working toward development of Delhi as a tourist destination
- Conducting Delhi City tours
- Interacted with clients to understand their travel needs
- Providing relevant information to tourists and assisting them during their visit to Delhi

ACHIEVEMENTS



Erasmus Mundus Scholarship

Receipient of prestigious Erasmus Mundus Joint Master Degree Program in Tourism Development & Culture (TourDC)



Global Competition

Represented University of Glasgow in UNWTO's Student's League 2021 in Rural Development Competition



Scholastic Award

Awarded Merit Certificate on holding 2nd position in academics during Bachelors in Tourism Management at the college of vocational studies, University of Delhi

SOCIAL INVOLVEMENT

- Attended destination training programme by Destination Canada and OTOAI (Outbound Tour Operators Association of India)
- Attended Ramayana Trail training programme organized by the High Commission of Sri Lanka.
- Attended South Asia's leading event & trade show for travel & tourism industry like SATTE-2020 India
- Volunteer at Comic-Con Delhi'16 for Every Flavor Geek)