

# RAJ S

Contact: +44 7833882134 | Email: [rajshahp@gmail.com](mailto:rajshahp@gmail.com) | LinkedIn: [@rajshahp](https://www.linkedin.com/in/rajshahp)

## PROFILE:

Sports enthusiast and Global Leaders Scholarship recipient at the University of Bath, specializing in Sports Marketing, Event Management, and Social Media Marketing. I have the right to work in the UK.

## EDUCATION AND QUALIFICATIONS:

**The University of Bath, School of Management | MSc Sport Management, Oct 2022 – Oct 2023 | Grade: Pass**

- Modules: Athlete Management, Sports Marketing, Sports Development, Business Management
- Achievements: Global Leaders Scholarship Holder; Secured top 5% rank in Sports Development module; Social Media Representative for sports.

**The University of Mumbai, Kishanchand Chellaram College | Bachelor of Commerce, Jun 2019 – Apr 2022 | CGPA: 8.25/10**

- Modules: Economics, Financial Accounting, Management Accounting, Portfolio Management, and Investment Analysis.
- Achievements: Secured top 10% rank in the cohort.

## WORK EXPERIENCE:

**Marketing and Sales Assistant| New Era Cap | London, United Kingdom | Nov 2023 – May 2024**

- Actively participated in the recruitment process, assisting in the selection and onboarding of new team members to ensure a cohesive and high-performing sales team
- Utilized marketing strategies such as visual merchandising and promotional events to enhance brand visibility and attract customers
- Contributed to the development of marketing materials such as social media content, email newsletters, and promotional materials, aligning them with brand guidelines and marketing objectives
- Demonstrated strong leadership skills by motivating and guiding team members to achieve individual and collective sales goals, fostering a positive and collaborative work environment

**Student Consultant| Kinetic Foundation |South London, United Kingdom | June 2023 – Sept 2023**

- Served as a student consultant for three academic sites, managing responsibilities in marketing and finance
- Analyzed attendance, punctuality, and Progress 8 data for diverse student samples across academic sites
- Identified trends, conducted student interviews, and presented recommendations to improve student outcomes

**Social Media Representative | University of Bath | Bath, United Kingdom | Apr 2023 – Sep 2023**

- Contributed to campus marketing 20% of the videos and authored 15 promotional blogs for the university's website to boost online engagement
- Oversaw the University of Bath's Instagram sports account, creating captivating content showcasing sports facilities

**Marketing and Sales Assistant | Primark | Bath, United Kingdom | May 2023 – Sep 2023**

- Contributed to the company's online presence through content creation and enhanced customer engagement by 45%
- Delivered exemplary customer service, managed visual merchandising, and assisted with inventory control and promotions

**Freelance Social Media Marketer | Mumbai, India | Mar 2022 – Sep 2022**

- Elevated the social media impact of 20 Gen Z influencers by implementing strategic content creation and community-building strategies, resulting in a consistent 10% increase in followers across managed accounts
- Orchestrated successful brand collaborations using SocialBee, fostering mutual growth with 15% - 20% expanded reach for both influencers and partner brands through cross-promotional posts

**Intern for Digital Marketing, Sales, and E-Commerce | Tressoro | Mumbai, India | Jul 2021 – Feb 2022**

- Boosted brand exposure and customer acquisition by 20% monthly through strategic social media promotions and partnerships
- Enhanced customer satisfaction by addressing inquiries and complaints empathetically and efficiently, while also managing online order processing to meet sales target

**EXTRA-CURRICULAR EXPERIENCE:**

- Led a cohort of 30+ students as Placement Cell Head at the University of Mumbai 2021-2022
- Headed a team of 100+ students to win over 6+ college festivals
- Established a grassroots community dedicated to helping underprivileged individuals across 12 cities in India

**SKILLS AND INTERESTS:**

- **Skills** - Proficient in Excel, Email Marketing, Recruitment, QuickBooks, Shopify, Google Analytics and SEMrush (SEO Tools)
- **Certification** - Digital Marketing (Google)
- **IT** – Microsoft Office, Google Workspace, Workday, ADP