



# Rituraj RITURAJ

Brand & Consumer Insights |  
Marketing Strategy

## Contact

- +33-0672980260
- singhrituraj782@gmail.com
- 4 Rue Burais, Villeurbanne
- <https://www.linkedin.com/in/rituraj-rituraj-352bba229/>
- <http://itsrituraj.com>

## Education

### EM-Lyon Business School, 2024 - Present

#### PGE- Masters In Management

Brand Strategy, Marketing Analytics,  
Consumer Experience, Market Research  
Methods, Product Management, Data-  
Driven Decision Making

### Amity University, India 2019 - 2022

Bachelor of Journalism and Mass  
Communication

## LEADERSHIP & CERTIFICATIONS

- Organised a university festival for 500+ attendees, managing branding and execution
- Digital Marketing course (Reuters)
- Media and reporting projects with UNICEF
- Video presentation on voting rights

## LANGUAGES

- English: Fluent
- Hindi: Native
- French: A1 (Beginner)

## About Me

Master in Management student at emlyon business school with hands-on experience in brand strategy, consumer research, and data-driven marketing decisions. Worked on understanding customer needs, shaping positioning, and turning insights into brand actions across simulations and projects. Seeking a branding or brand strategy internship starting in March.

## College Projects

- **E-Commerce Simulation — Product & Brand Performance Lead**  
**Apr – May 2024**
  - Analysed customer demand and buying behaviour in a simulation
  - Adjusted pricing, promotions, and product selection to increase sales
  - Tested different brand messages and acquisition choices
  - Improved profitability and brand performance in simulation
- **Smart Plant Monitoring App Concept—Product & Consumer Insights**  
**Jan–Jun 2025**
  - Analyzed consumer behavior, pricing sensitivity and customer acquisition
  - Optimized pricing and messaging based on performance data
  - Tracked key metrics and improved projected profitability and retention
- **Cowlor – Sustainable Paint Brand Strategy**  
**Nov 2024**
  - Researched the sustainable paint market and key competitors
  - Defined target customers and brand positioning
  - Improved launch readiness by 20–25%

## Professional Experience

- **Business Development Representative** **SEP 2023 - Mar 2024**  
**Granaura Promoters, India**
  - Contacted and followed up with potential customers regularly
  - Converted leads into customers and supported repeat business
- **Inside Sales Specialist** **May 2023 - Aug 2024**  
**Cur8, India**
  - Reached out to customers through calls and messages
  - Tested outreach messages to improve response rates
  - Supported social media posts that increased engagement and followers
- **Business Development Associate** **Oct 2022 - April 2023**  
**Bedo Design, India**
  - Supported key client accounts and daily coordination
  - Assisted marketing campaigns and customer outreach

## Technical skills

- Brand & Marketing:** Market research, customer insights, brand positioning, content and messaging support
- Analytics:** Excel and Tableau, track KPIs, analyse basic performance data
- Creative Tools:** Create Canva, Adobe Creative Suite, and Figma
- Product & Research:** Conduct user interviews, perform usability testing, map user journeys
- Programming:** Python (Basic), R (Basic)