



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 Granaura Promoters, India SEP 2023 - Mar 2024

- Contacted and followed up with potential customers regularly
- Converted leads into customers and supported repeat business

Inside Sales Specialist Cur8, India May 2023 - Aug 2024

- 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 Bedo Design, India Oct 2022 - April 2023

- 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)