

Rashid Kamar

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Profile

Motivated and detail-oriented engineering student with practical experience in marketing, lead generation, and campaign execution. Proficient in tools like Canva, CRM platforms, and HTML/CSS, with a keen interest in product development and user experience. A strong team player with a problem-solving mindset, capable of coordinating across teams and managing multiple tasks efficiently. Eager to contribute to impactful, user-centric products in a fast-paced environment.

Experience

MARKETING INTERN | PHYSICS WALLAH | DECEMBER 2024 – JUNE 2025

- Created new channels and strategies to generate leads for various education programs.
- Planned and ran marketing campaigns to attract students, then uploaded lead data into the CRM system.
- Monitored how well the sales team followed up with leads and made sure data was used effectively.
- Designed campaign creatives using **Canva** and built webpages using **HTML/CSS** to promote new course batches on **pw.live**.

CAMPUS AMBASSADOR | MATERIAL LIBRARY | AUGUST 2023 – NOVEMBER 2023

- Helped over **1,500 students** sign up on the Material Library website in just 3 months.
- Promoted the platform both online and offline to increase awareness and reach more students.
- Used social media and word of mouth to get more people interested and visiting the website.
- Acted as a link between students and the company, sharing feedback and helping improve outreach.

Education

B.TECH IN COMPUTER SCIENCE & ENGINEERING | JUNE 2027 | JAMIA HAMDARD, NEW DELHI

DIPLOMA IN COMPUTER ENGINEERING | JUNE 2024 | JAMIA MILLIA ISLAMIA, NEW DELHI

Skills & Abilities

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| • Node.js, Python, React, MongoDB, Express | • Adaptability and quick learning |
| • Product development & user engagement | • Proactive team player |
| • Cross-functional communication & collaboration | • Problem-solving and critical thinking |

Activities and Interests

Playing sports like cricket and basketball, hiking, and traveling