

Rahul Rawat

MARKETING EXECUTIVE - DS Group

Ghaziabad, Uttar Pradesh - Email me on Indeed: [indeed.com/r/Rahul-Rawat/062d7dfec6238e75](https://www.indeed.com/r/Rahul-Rawat/062d7dfec6238e75)

- PGDM Professional with 2 Year of experience in Marketing, Digital Marketing, BTL, Competition Analysis & Business Analysis.
- Managed a more than 10 Event & Promotion Agency in 20 cities which are situated in 4 states.
- Assist in the formulation of strategies to build a lasting digital connection with consumers.
- Exceptional well organized with a track record that demonstrates self-motivational, Creativity and initiative to achieve both corporate and personal goal.
- Gained knowledge in Marketing, Data analysis & Digital Marketing.

Currently looking for a suitable Marketing position with an ambitious & exciting company.

WORK EXPERIENCE

MARKETING EXECUTIVE

DS Group - August 2015 to Present

Working as part of a busy whole sales division/department team involved in annual & quarterly, monthly tactical planning, scheduling & also delivery across multiple media. Responsible for ensuring that all BTL/Digital promotional activity is targeted, effective in attracting potential customers.

Duties:

- Planning & implementing marketing activities across all cities.
- Setting up new marketing strategies.
- Assist in the formulation of strategies to build a lasting digital connection with consumers.
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
- Social networks - updating, question answering, troubleshooting
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness.
- Taking adequate measure to monitor and analysis the performances of event & promotion agencies wise and other unit pertaining to cost, Analysis sale and overall marketing analysis.
- Campaign tracking, measurement, evaluation and reporting on all activity.
- Responsible for BTL (Below the line) activation's work which undergoing in whole sale project.
- Maintain all reports of BTL - Wholesale activation and monitoring performance through market analysis as per wholesale activation.
- Responsible for all POP materials for wholesale project.
- Execution of activity with minimum/zero error.
- Taking feedback from consumer from on ground activities collecting the feedback with analysis and sharing it with stake holders.
- Adherences to timeline for making POP availability in branches.
- Post activity report & MIS as per standard guideline to be shared with all stake holders.

KEY SKILLS AND COMPETENCIES

- Experience in being involved in multiple marketing campaigns in parallel. Thorough understanding of Digital, Promotional and BTL activity.
- Ability to work to tight deadlines and multi-task.

- Good understanding of methods to assess marketing ROI.
- Ability to work in a fast paced and evolving sales environment. Ability to troubleshoot independently.

EDUCATION

MBA/PGDM in Marketing & International Marketing

A.I.C.T.E - Ghaziabad, Uttar Pradesh

July 2013 to April 2015

Bachelor in Commerce in Commerce

Delhi University - Delhi, Delhi

2013

Central Board of Secondary Education

2007

SKILLS

Below the line (2 years), Brand Management (Less than 1 year), Campaign Management (Less than 1 year), MARKETING (2 years), Social Media Marketing (Less than 1 year), Search Engine Marketing (Less than 1 year), Search Engine Optimization (Less than 1 year), Social Media Optimization, Marketing (2 years), Marketing Management (2 years), Event Management (2 years)

CERTIFICATIONS/LICENSES

Digital Marketing

May 2017 to Present

Completed certification course of Advance Internet/Digital Marketing from Delhi School of Internet Marketing (DSIM), Preet Vihar, New Delhi – 110301.

Adwords Fundamental certified by Google | Search Advertising certified by Google | Display Advertising certified by Google | Video Advertising certified by Google | Mobile Advertising certified by Google | Shopping Advertising certified by Google | Google Analytics certified by Google

ADDITIONAL INFORMATION

CORE COMPETENCIES

- + Below the Line (BTL) + Campaign Management + Strategy Planning
- + Brand Management + Search Engine Marketing (SEM) + Email Marketing
- + Social Media Marketing + In store Event Management + Local Marketing
- + Social Media Optimization + Search Engine Optimization (SEO) + Google Analytics

PROFESSIONAL QUALIFICATIONS

- Completed two years [...] full time Post Graduate Diploma in Management from INMANTEC Business School, Ghaziabad Approved by AICTE
- Specialization: Marketing & International Business

- Completed certification course of Advance Internet/Digital Marketing from Delhi School of Internet Marketing (DSIM), Preet Vihar, New Delhi - 110301.

- + Adwords Fundamental certified by Google + Search Advertising certified by Google
- + Display Advertising certified by Google + Video Advertising certified by Google
- + Mobile Advertising certified by Google + Shopping Advertising certified by Google
- + Google Analytics certified by Google