

Name: Sahil Rajpal

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Professional Profile

A self-motivated and commercially astute Master's in Marketing Student seeking a position in which one can utilise studies. By virtue of work experience and an impressive academic track record is well versed in the principles and processes underpinning strategic brand management, digital marketing and financial planning. Exhibits skills in various digital marketing tools including those designed to drive campaign and brand outreach over organic and paid channels.

Key Skills

- | | |
|--------------------------------------|-----------------------------|
| ✓ Business Acumen | ✓ Strategic Planning |
| ✓ Analytical Thinking | ✓ Attention to Detail |
| ✓ Marketing & Advertising Principles | ✓ Problem Solving |
| ✓ General & Financial Administration | ✓ Project Management |
| ✓ Team Working | ✓ Working Towards Deadlines |

Technical Skills

- | | |
|------------------------|--------------------|
| ✓ Microsoft Word | ✓ Google Analytics |
| ✓ Microsoft Excel | ✓ Google AdWords |
| ✓ Microsoft PowerPoint | ✓ Google AdSense |
| ✓ Microsoft Access | ✓ HTML |

Education & Professional Development

MSc Business with Marketing Management

Newcastle Business School, Northumbria University, United Kingdom ▪ 2018 - 2019 ▪ Commendation

Bachelor's Business Administration (Banking & Insurance)

Maharaja Surajmal Institute, GGSIPU, India ▪ 2015 – 2018 ▪ 9.27 CGPA

Advanced Level Digital Marketing Programme

Digital Technology Institute ▪ 2017

Key Areas of Learning:

SEO / SMM / SMO / Event Blogging / SEO & SMM Project

Financial Education Programme

Securities and Exchange Board of India ▪ 2017

Key Areas of Learning:

Securities Trading / Investor Grievances / Asset Allocation Strategy / Entrepreneurship

Senior Secondary C.B.S.E.

S L Suri D.A.V. Public School ▪ 2015 ▪ 80%

Secondary C.B.S.E

S L Suri D.A.V. Public School ▪ 2013 ▪ 8.4 CGPA

Academic Projects

➤ Sales Promotion Activities of Automobile Industries

- Directing the sales and promotion tactics of the major automobile industries in India such as – Maruti Suzuki, Hyundai, Honda, Toyota and Volkswagen.
- Expounding the concepts of different promotional strategies and undertaking the study by the means of secondary data.

➤ Marketing Strategies of PepsiCo

- Strengthening the marketing concepts and in-depth analysing the marketing strategies implies or potted by the PepsiCo.
- Undertaking research by the means of both primary and secondary data.
- Analysing the findings and clearing up conclusion and suggestions.

Work Experience

Jun 2019 – Sept 2019 **Consultancy project** **SME Centre of Excellence, United Kingdom**

Project Responsibilities:

- Conducting overall marketing review of SME Centre of Excellence and developing the clear marketing strategy to reach target of 100 Serviced accommodation providers in North-East England.
- Proposing the digital marketing strategy to support business growth with robust costing analysis in a bronze, silver and gold tiered system.

Jun 2017 - Jul 2017

Intern

Pearl Beverages Ltd., India

Project Responsibilities:

- Drawn upon to analyse the financial position of the company in support of proposing strategies to drive market share and improve cash flow position.
- Utilising knowledge of various financial metrics including profitability and liquidity to ensure credible and comprehensive insight.
- Undertaking research on other factors affecting financial performance including market conditions and consumer behaviour.

Other Responsibilities:

- Utilising the opportunity of an Internship to acquire, develop and exercise financial administration skills.
- Working closely with peers and management to coordinate tasks. Providing insight where due to support department efficiency and improvement of processes.
- Playing a key role in the administration of petty cash. Undertaking regular reconciliations to identify and resolve any discrepancies.
- Responsible for ensuring the compliance of all records under remit. Indexing documents appropriately to support future ease of reference.

Personal & Academic Achievements

- **The 'GREAT' Scholarship:** Awarded a £14,500 Scholarship to cover Master's tuition fees by virtue of academic track record and demonstrating excellent potential.
- **Academic Excellence Award:** Achieved Award and a cash prize of INR 7,000 from Maharaja Surajmal Institute, GGSIP University as a result of securing second position in the University exam.
- **Academic Excellence Honour:** Received honour for securing second position in the university examination.

Additional Information

Personal Interests Event Blogging / Student Coordinator (University Social Activities)

Additional Languages Hindi (Fluent) / German (Basic)