

Rushabh Jain

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PROFILE

Hi there! I'm a marketing major with a passion for creativity and innovation in the field. As someone who loves to explore new ideas and think outside the box, I'm excited to learn and have fun with marketing strategies that can truly make an impact. Whether it's through digital marketing or traditional methods, I believe that there is always an opportunity to create compelling campaigns that connect with audiences in meaningful ways. I'm always eager to collaborate with others and share my ideas, and I believe that together, we can achieve great things. When I'm not immersed in the world of marketing, you can find me exploring the outdoors, trekking, or riding cycle.


SKILLS

Managerial skills (Event Management, Strategic Leadership, People Management, Relevant Business Communication skills)

Communication (English and Hindi Proficiency)

MS Office (Intermediary skillset across the Microsoft suite, which includes MS Word, MS Excel, MS PowerPoint)

EDUCATION

BBM - Bachelor Of Business Management, SK Somaiya College, SVU  Sep 2020 – Jun 2023
A bachelors degree covering various aspects of management studies. Mumbai, India

Major - Marketing

First Year - 9.82 SGPI / 10 SGPI

Second Year - 8.86 SGPI / 10 SGPI

Minors in Financial Markets, S K Somaiya College, SVU Jan 2021 – May 2023
A comprehensive course which discusses the various financial instruments and institutions. Mumbai, India

First Semester Score - 83%

Second Semester Score - 77%

12th Grade Examination - HSC, V. G. Vaze Kelkar College, Mumbai Mar 2019 – May 2020
Commerce - 78%

10th Grade Examination - SSC, Sacred Heart School, Kalyan Mar 2017 – May 2018
Score - 86%

CERTIFICATES

Crew Member - Marketing

A crew member in the Marketing committee of Invictus 21', the academic fest of S K Somaiya College.

BOD - Logistics

Led the entire logistics committee of the academic fest of S K Somaiya, Invictus 22'.

ORGANIZATIONS

Trekmates, Co-Founder

A trekking venture where we organize treks of various difficulties along with various camping activities and events

Aug 2021 – present
Mumbai, India

New Step Group, Kalyan, Co-Founder

A group working for the upliftment of the ragpicker community.

May 2019 – present
Mumbai, India

PROJECTS

Stueco - Business Plan, *Venture Development and Entrepreneurship Management*

- Curated a business plan
- Researched it's accessibility and viability based on current market
- Understood the market trends and positioning of the business curated
- Assessed financial viability via break-even points and ROCE.

Whisper - Case Study, *Brand Management*

A Case study evaluating the following criteria;

- Market - Current and Potential
- Marketing Strategies - Current and Potential
- Coping up with nd History
- Brand Elements

PROFESSIONAL EXPERIENCE

Marketing Intern, *BlitzJobs*

May 2021 – Jul 2021

Collecting data on consumers, competitors and market place and consolidating information into actionable items, reports and presentations.

Mumbai, India

COURSES

Fundamentals of Digital Marketing, *Google Digital Garage*

Nov 2022 – Dec 2022

- Specialisation - Digital Marketing
- A course that provides in-depth insight into the various aspects of
- Digital Marketing
 - Key Learnings
 - Analytics
 - Email & Social Media Marketing
 - Building your Web Presence