

# RAJAT KUMAR

MALE, 25

EDUCATION			
Year	Degree	Institute/ School	Percentage
2018 - 2020	M.B.A (Marketing)	University School of Management Studies, GGSIPU	76%
2014 - 2017	B.COM (Hons)	Shaheed Bhagat Singh College, DU	76%
2013 - 2014	10+2 (Commerce)	CBSE, Green Fields School	82%
2011 - 2012	10 <sup>th</sup>	CBSE, Green Fields School	82%
WORK EXPERIENCE/INTERNSHIP			
Magistral Consulting		Process & Research Analyst	(June'21 - Present)
Roles and Responsibilities	<ul style="list-style-type: none"><li>As an Associate with a leading American furniture company, I assist with offshore outsourcing of research, analytics, and technical processes.</li><li>Designed processes for outsourcing engineering, finance, and marketing functions for a US cabinet manufacturer and analyzed client requirements for outsourcing throughout those areas.</li><li>The Field Measurement Drawings of the Modular Kitchens need to be reviewed, and after reviewing them, an overview of the Buyout and Reface listing sheets needs to be completed. (That tells what all type of hardware a modular kitchen should have, their listings and much more)</li><li>As of today, I have completed four-million-dollar projects</li></ul>		
Nuvoretail		E-Commerce Intern	(Jan'21 – April'21)
Roles and Responsibilities	<ul style="list-style-type: none"><li>Projects that I worked on is Streax &amp; Welspun, and worked on AMS for both the projects.</li><li>Understanding of all online portals like Amazon, Flipkart, Nykaa, and Snapdeal.</li><li>Responsibility for operations, execution, sales on all e-commerce platforms.</li><li>Listing updating of products on all platforms in such a manner that it will improve company brand presence, visibility which turns out into sales.</li><li>Main task is to optimize various campaigns, accordingly to their ACOS, Visibility etc.</li></ul>		
Trade India- Infocom Network Ltd.		Key Account Trainee	(Nov'20 – Dec'20)
Roles and Responsibilities	<ul style="list-style-type: none"><li>Research key customer wants and needs, Provide solutions to them.</li><li>Ensure the ordered products are timely delivered.</li><li>Serve as contact point for key customers and internal teams.</li><li>Gather, report and communicate customer’s feedback on service &amp; product delivery.</li><li>Create reports for upper management.</li></ul>		
Webbaisal Technologies Pvt. Ltd		Digital Marketing Intern	( July'18 – Aug'18)
Roles and Responsibilities	<ul style="list-style-type: none"><li>Improving the usability, design, content and conversion of the company website.</li><li>Develop and manage content based on social network sites</li><li>Work on various sites such as Social India Craft, Life in Gurgaon, Donicy, Rosa Herbal.</li><li>Also know some basics of WordPress.</li></ul>		
PROFESSIONAL SKILLS AND TECHNICAL SKILLS			
MS Excel		Online Marketing Skills	
E-Commerce Skills		Digital Marketing Skills	
CERTIFICATION			
Market Research and Consumer Behavior		IE Business School, Spain - Coursera	
Digital Marketing		Google Digital Garage	
Advertising Foundations		Linked Learning	