

Rohan Parakh

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Location: Vashi, Navi Mumbai, Maharashtra

Personal Statement

MBA Graduate from the Symbiosis Institute of Business Management, Bengaluru, seeking an entry-level position to further develop my digital marketing skills and expertise in a fast-paced real-world environment. Strong communication skills, adaptability, and resilience enable me to navigate challenging situations effectively.

Education

1. **Symbiosis Institute of Business Management, Bengaluru**
Masters in Business Administration, Marketing Specialization (Aug 2021 - Mar 2023)
Grade: B
2. **International Institute of Sports Management (IISM), Mumbai**
Bachelors in Sports Management, Business Management Specialization (Jun 2016 - Aug 2019)
CGPA: 7.29

Training

1. Hubspot Academy - Search Engine Optimization (SEO) Certification
2. Content Marketing Certification - Hubspot Academy
3. Google Adwords Certification - Google Digital Unlocked
4. Advanced Google Analytics - Google Analytics Academy
5. Fundamentals of Digital Marketing - Google Digital Unlocked
6. JP Morgan Chase & Co Job Simulation - Microsoft Excel and VBA Macros (Forage)
7. Tata Consultancy Services Job Simulation Program - Data Visualization and Data-Driven Decision Making (Forage)
8. PwC Power BI Job Simulation (Forage)
9. PepsiCo Sales Job Simulation (Forage)
10. Lululemon Omnichannel Marketing Job Simulation (Forage)
11. Electronic Arts Product Management Job Simulation (Forage)

Awards and Recognition

- 2nd Prize Runner-Up in the Hindustan Unilever Business Case Competition – Season 13

Special Skills and Abilities

- Content Strategy Development
- Social Media Management
- SEO & PPC Campaigns
- Digital Marketing Analytics
- Campaign Execution

- Communication Skills
- Keyword Research
- Google AdWords
- Microsoft Excel (Advanced to Intermediate)

Career History

1. Product Marketing Intern

ideaForge Technologies Ltd (Mar 2024 - May 2024)

- Generated leads of key decision-makers to assist the marketing team with Zoho campaign effectiveness.
- Revamped newsletters for drone and multi-spectral camera technologies.
- Designed marketing collaterals like pitch decks, infographics, and datasheets.
- Strategized the outlook of battlecards for drones and coordinated with the Assistant Product Manager.
- Prepared a Go-To-Market Partner Marketing Strategy to increase clientele.

2. Core Committee Executive

Toastmasters International, Bengaluru, Karnataka (Sep 2022 - Jun 2023)

- Created engaging social media posts to promote public speaking and leadership events.
- Managed social media presence and enhanced digital footprint.
- Boosted club membership through lead generation campaigns.
- Ran awareness campaigns featuring prominent Toastmasters and public speakers.

3. Marketing Intern

Digital Marveled Pvt Ltd, Noida, Uttar Pradesh (Apr 2022 - Jun 2022)

- Conducted market research to identify potential customers.
- Communicated benefits to customers for upselling.
- Created engaging blog content and promoted it on social media.
- Raised 4,500+ revenue through cross-selling content.

4. Social Media Marketing Intern

Sky Digital World, Indore, Madhya Pradesh (Aug 2021 - Oct 2021)

- Developed text, video, and image posts for various platforms.
- Assisted in scheduling posts monthly.
- Managed Facebook and Instagram accounts to increase engagement.

5. Digital Marketing Intern

Anuvaa Technologies Pvt Ltd, Navi Mumbai, Maharashtra (May 2019 - Aug 2019)

- Assisted in keyword research for Google Ads campaigns.
- Conducted on-page and off-page SEO activities.
- Managed paid media advertisement campaigns on social media.
- Built a blogging website for a client on WordPress.

6. Program Coordinator Intern

Oscar Foundation, Mumbai, India (Apr 2018 - Jun 2018)

- Assisted in setting up football, youth leader, and education programs.
- Prepared monitoring and evaluation sheets.
- Marketed programs to attract participants and sponsors.

- Maintained records and databases for reporting and evaluation.

Projects

1. COVID-19 and Consumer Behaviour: A Hygiene Revolution

- Developed a marketing solution for the HUL LIME Case Study Contest.
- Suggested improvements in consumer trends for hygiene products.
- Presented findings on health and hygiene products to panelists.

2. Research Report on the Comparison of IPL and NBA Broadcasting Rights

- Assessed the financial positioning of broadcasting networks.
- Conducted market analysis for IPL and NBA broadcasting rights.
- Generated comparative reports and identified key influencing factors.