

RAHUL KUSHWAH

Experienced marketer with expertise in offline and digital marketing, adept at collaborating within teams and showcasing strong leadership skills.

Work Experience

AGM - Digital Marketing, KR Market Solutions

March 2024 - Present

- Responsible for overseeing and managing digital marketing projects for multiple clients mainly SSM & Google Ads
- Served as the primary point of contact for key clients, maintaining strong relationships, and providing strategic guidance to achieve their marketing goals.

AGM - Marketing & Planning, NetAmbit

February 2023 - August 2023

- Lead as a member of the core marketing team, spearheaded the development and implementation of comprehensive strategies aimed at generating leads in both digital and offline realms for Edtech clients.
- Successfully oversaw nationwide marketing campaigns across over 50 cities, thereby establishing a highly effective lead generation channel with optimum CPL & CPA.

Marketing Manager, BYJUS

February 2022 - January 2023

- Handled and optimized all the school based marketing campaigns of the company for North region that included, Delhi NCR, Punjab, Himachal Pradesh, Haryana and Jammu & Kashmir
- Planning and execution of the offline and online marketing campaigns on regional level, managing a team of 50+ people.

Assistant Manager - Marketing, BYJUS

July 2018 - Jan 2022

- Planned and executed a national level campaign Discovery School Super League, a collaboration between BYJUS and Discovery Media.
- Relationship management with media partners Dainik Jagran, TOI, Dainik Bhaskar and others.

Freelance Projects

Web Development & Google Ads, Gourmet Organic Kitchen

- Created website for the business and managed google ads for online sales boost.

Youtube Marketing, Bugswriter

- Responsible for channel optimization & Content Strategy

Educational Background

Bachelor of Technology in Mechanical Engineering

Glocal university, Saharanpur
Sep 2014 - June 2018

Contact

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Skills

Technical Skills

- Campaign Planning and Execution:
- Performance Analysis and Reporting
- SEO
- Content Strategy Development

Tools/Software

- Google Ads
- Meta Ads
- Leadsuared
- Keyword Planner
- MS Excel
- ChatGPT

Languages

- English (Fluent)
- Hindi (Fluent)

Certification

- Advance Digital Marketing Certification From MICA-UpGrad
- Google Ads Certification

Additional Information

- Have beginner level knowledge of C++ & Python
- Profecient in Canva, Adobe Premiere Pro and Wix
- Manage my Blog on my website
- Pursuing my interest in Prompt Engineering during spare-time.