



Rajnish Kumar

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Summary

As a highly motivated and results-driven professional, I bring a unique blend of skills and expertise to the table. With experience in market research, project coordination, and marketing strategy, I am well-equipped to help companies thrive in today's competitive business landscape.

Throughout my career, I have honed my ability to collect and analyze data, forecast trends, and understand consumer behavior. I have also demonstrated my proficiency in communicating with clients, managing daily administrative tasks, and promoting products and services.

In my most recent role as a Marketing Associate at a material library, I was responsible for conducting market research, analyzing data, and communicating with clients. Additionally, I have experience in project coordination, having served as a Project Coordinator at JSS Interior & Exterior Private Limited. In this role, I collaborated with field personnel to address on-site issues, established and updated project plans, and communicated project objectives to stakeholders and management teams.

Alongside my professional experience, I hold a Bachelor of Business Administration degree in Banking & Financial Markets from Manav Rachna International Institute of Research & Studies. I am also certified in various areas, including Google Digital Marketing & E-commerce, Facebook Ads Campaigns, Google Project Management, and Search Engine Optimization (SEO).

My skills in market research, market analysis, marketing strategy, social media, Facebook marketing, social media marketing, project coordination, human resources, and business administration make me a valuable asset to any organization. I am always looking for opportunities to grow and learn, and I am excited to contribute my skills to the success of your team.

Thank you for taking the time to review my profile. I look forward to connecting with you and exploring potential opportunities for collaboration.

Experience

Marketing Associate

Material Library

Nov 2022 - Present (6 months)

Conducted data collection and trend forecasting to inform marketing strategies and optimize product offerings.

Conducted thorough market research to identify potential opportunities and inform decision-making for marketing campaigns.

Managed daily administrative tasks related to marketing campaigns, including scheduling, budget tracking, and reporting.

Monitored and analysed the marketing activities of competitors to inform strategic decision-making and identify potential opportunities.



Project Coordinator

JSS INTERIOR & EXTERIOR PRIVATE LIMITED

Jun 2021 - Jan 2023 (1 year 8 months)

- Communicated between client and internal members regarding project details, including budget, estimates and timeline
- Ensured all teams were properly equipped with necessary requirements and tools; completed 85% of projects on time
- Collaborated with field personnel to address and solve on-site issues, as needed
- Established and updated project plans and clearly communicated objectives to stakeholders and management team
- Addressed and resolved concerns raised by contractors, minimizing hurdles and setbacks

Education



Manav Rachna International Institute of Research & Studies

Bachelor of Business Administration , Banking & Financial Markets

Aug 2018 - Jun 2021

Licenses & Certifications



Google Digital Marketing & E-commerce Specialization - Coursera

TTBEKLY9PWU4



How to Set Up a Facebook Ads Campaign - Coursera

BNDND3SYM6LQ



Google Project Management: Specialization - Coursera

T7A696YKUVJA



Search Engine Optimization (SEO) with Squarespace - Coursera

47ATZK7V2PEF



Financial Markets (with Honors) - Coursera

ZLDD6524FUC6



The Sustainable Development Goals – A global, transdisciplinary vision for the future - Coursera

DNNL4KDPMKKN



Intro to International Marketing - Coursera

6L78WU5996KH



Preparing to Manage Human Resources - Coursera

F5AXMHRPUP3U



Channel Management and Retailing - Coursera

C3JSYPN5KVPQ



Inbound Marketing - HubSpot Academy

Issued Dec 2022 - Expires Jan 2024

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Skills

Analytical Skills • Sales • Market Research • Market Analysis • Marketing Strategy • Market Development • Social Media • Facebook Marketing • Social Media Marketing • Project Coordination