

RAHUL GUPTA

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Visa: Visit Visa | **Nationality:** Indian | **Languages:** English, Hindi

PROFILE SUMMARY

Multidisciplinary Business & Marketing Professional with 5+ years of diverse experience across India and the UK. Expertise in digital marketing, business analytics, procurement, operations, HR coordination, and client management. Proven success in optimizing processes, increasing sales by 35%, executing data-driven strategies, and supporting cross-functional departments. Currently based in the UAE and seeking impactful opportunities in Marketing, Business Operations, Admin, Procurement, or HR.

CORE SKILLS

Marketing & Branding: SEO, Paid Ads (Google, Meta), Email Campaigns, Social Media Strategy, Campaign Analytics

HR & Administration: Recruitment Support, Onboarding, Attendance & Leave Management, Employee Records, Grievance Handling

Procurement: RFQ, LPO, Vendor Negotiation, Invoice Tracking, Cost Control
Operations & Client Support: CRM, Client Correspondence, Scheduling, Internal Coordination, Performance Reporting

Tools: Excel, Google Ads, Meta Ads Manager, Google Analytics, WordPress, Canva, Mailchimp

PROFESSIONAL EXPERIENCE

Chief Marketing Officer & Business Operations

Vishal Trading Company, India | Jul 2020 – Present

- Increased revenue by 35% through strategic campaigns and brand visibility initiatives.
- Reduced procurement costs by 15% through financial forecasting and vendor negotiation.
- Handled supplier onboarding, HR coordination, and operational reporting for 10+ staff.
- Oversaw SEO, paid ads, and sales CRM alignment for B2B and B2C verticals.

Project Manager – Marketing & CRM

TransCurators, India | Aug 2023 – Dec 2023

- Led email marketing campaigns using CRM tools and Google Analytics.
- Managed onboarding, documentation, and campaign tracking across multiple UK clients.
- Reduced KPI turnaround time by 25% through improved data visibility.

Operational Specialist

2 Sisters Food Group, Scotland, UK | Aug 2024 – Oct 2024

- Ensured hygiene, safety, and efficient production line processes.
- Operated heavy equipment and collaborated with teams to meet daily targets.

Front of House

Premier Inn, Dundee, UK | Nov 2024 – Jan 2025

- Delivered 95%+ guest satisfaction; resolved conflicts and ensured compliance.
- Managed billing and front desk communications.

Retail & Customer Service Assistant

Premier Store, Dundee, UK | May 2024 – Aug 2024

- Achieved 95% customer satisfaction; improved inventory management by 15%.
- Processed cash transactions with 100% accuracy.

Content Writer

Digital Services, India | Jul 2022 – Aug 2022

- Created SEO content for web and email campaigns; collaborated with designers.
- Tracked metrics and optimized posts based on engagement trends.

Event Management Intern

My Equation, India | Jan 2022 – Feb 2022

- Managed logistics for youth events and collaborated on social engagement.
- Coordinated email communications and registration workflows.

Storyteller (Volunteer)

iVolunteer India | Oct 2021

- Created engaging visual content to support NGO outreach.
- Strengthened storytelling in educational narratives.

Public Relations Volunteer

The Wings of Desire NGO | Jul 2021 – Aug 2021

- Led community engagement through media kits and public outreach.
- Managed event marketing and digital PR campaigns.

Junior Human Resources Manager (Intern)

Newton House | Jul 2021

- Supported HR documentation, recruiting, and onboarding.
- Improved internal HR efficiency through workflow design.

Video Editor

Gossipfunda, India | Jan 2020

- Edited digital content; enhanced branding via post-production management.
 - Improved engagement across YouTube and digital platforms.
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VOLUNTEERING EXPERIENCE

- **COVID Fundraising Volunteer** – Bhumi (Jun 2021)
 - **Smart Village Ambassador** – eArth Samvarta Foundation (Dec 2020)
 - **Digital Wellbeing Ambassador** – End Now Foundation (May–Jun 2021)
 - **Volunteer** – Team Everest NGO (Jul–Aug 2021)
 - **Sponsorship Executive** – Rotary International
 - **Member** – National Service Scheme (NSS)
 - **Blood Donation Ambassador** – The Blood Connection (Dec 2021)
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EDUCATION

MSc Business Analytics with Big Data

University of Dundee, UK | Jan 2024 – Jan 2025

BA (Journalism & Mass Communication)

Guru Gobind Singh Indraprastha University, India | Aug 2020 – Jul 2023

High School (Business/Commerce)

Indira Ideal School, India | Apr 2018 – Mar 2020

CERTIFICATIONS

- Preparation for Job Interviews – Coursera (2023)
- LinkedIn Content and Creative Design – LinkedIn (2022)
- Management Skills – Udemy (2022)
- Digital Marketing Master Class – IIDE (2022)
- Investment Banking – Forage (2022)
- Google Ads Display Certification – Google (2022)
- Adobe InDesign CC – EDUONIX (2021)
- Adobe Photoshop CS – EDUONIX (2021)

- Digital Marketing – Google (2021)
 - Microsoft Excel Masterclass – LearnMall (2021)
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ACHIEVEMENTS

- **Best Poster Award** – Movie Poster Contest
 - **Photography Exhibition** Finalist
 - **Radio Narration Winner** – Campus Level
 - **Volleyball Competition** – Team Finalist
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AVAILABILITY & NOTES

Open to relocation across UAE | Immediate Joining | All experience is 100% real and verifiable across India & UK