



# RAHUL KUMAR JHA

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UAE Driving License No. 2284747 Valid Till 02-01-2026



## OBJECTIVES:

To secure a challenging position within the marketing and business development spectrum in an organization where continuous learning, creativity and exposure to new ideas are encouraged and also helps in stimulating organizational as well as professional growth involving customer relation. I want to utilize all my potentials and knowledge to provide necessary solution to problems and issues, thereby realizing my career objective while serving the firm to its expectation. I believe that my rich IT background coupled with a keen interest in marketing & business management has equipped me with skills necessary to succeed in a dynamic business environment and I strive to continually discover and develop my potential in the years to come.

## PROFESSIONAL EXPERIENCE: (Almost 10 Years)

<b>Organization 4</b>	<b>YellowPages-UAE.com (Al Shirawi Group Co.) Lunad Media &amp; Communication LLC</b>	<b>Duration</b>	May 2015 to January 2017 (1 Year & 9 Months)
<b>Designation</b>	Key Account Manager	<b>Key Role</b>	Sales – Email Marketing, YP Print & Online Ads
<p><b>Previously, Senior Media Consultant at Du Yellow Pages UAE till June 2016, Later promoted and joined as Key Account Manager with Yellow Pages UAE, post terminating the contract with Du Telecom and Lunad Media &amp; Communication LLC</b></p> <ul style="list-style-type: none"> <li>◆ Ad Sales – E-Mail Marketing, Print &amp; Online Ad of du Yellow Pages UAE offered by Lunad Media &amp; Communication.</li> <li>◆ Lead Generation, Attending Meetings, To evangelize YP Marketing Solutions, to assess client needs and educate on the power of YP services to enhance business opportunities, Manage company provided accounts and cultivate existing relationships to grow revenue. Follow processes with accuracy and attention to detail such as collecting data, contracts, Account Management, Feedback and Complaints, Credit and Payments etc. and moving them through the appropriate channels.</li> <li>◆ To Serve as an industry expert, to hit budget, to exceed sales, exploring existing relationships, engaging and to educate decision makers and build rapport by keeping up with the latest trends to break down barriers and close sales by key influences, cold calling, etc. for YP Ad Sales.</li> <li>◆ To manage territory through creative communication and marketing strategies engage for client’s business grow to generate more Revenue through strategic proprietary advertising technologies by Actively networking with business owners &amp; driving traffic to their doors through powerful YP advertising solutions in UAE territory.</li> <li>◆ To take regular update from Sales Coordinator, Sales Executive, Senior Sales Executive / Media Consultant and guiding them wherever required and to attend meeting with them for the clients which they find difficult to handle or manage alone.</li> <li>◆ Responsible to give advice and to guide SEO Expert to increase and improve the ranking on Google page for particular keyword.</li> <li>◆ Provide leadership and coordination of company sales and marketing functions. Promote positive relations with clients.</li> <li>◆ Develop and implement sales and marketing Strategy. Monitor and analyze sales &amp; marketing activity against goals.</li> <li>◆ Development of new project proposals, planning &amp; policy-Making, Establish and implement short- and long-range goals.</li> </ul> <p><b>Reason for Leaving: Expecting better prospect &amp; career growth.</b></p>			

<b>Organization 3</b>	<b>Landmark Group, Riyadh, KSA</b>	<b>Duration</b>	July 2014 to December,2014 (6 Months)
<b>Designation</b>	Management Trainee	<b>Key Role</b>	Retail Operations, Marketing & Supply Chain
<ul style="list-style-type: none"> <li>◆ Worked on various live Business projects, Retail Sales, Retail Merchandiser, Marketing Projects, SCM, stock availability, Competition Analysis, customer service standards, administration, productivity of the employees, sales target achievements, adherence to company norms and staff welfare, etc. &amp; contributed in the Business, as part of the Management Trainee program</li> <li>◆ Sales Target, Competitions analysis and to know the unique branding activities of major competitor. Adopt any changes and Improvement as compare to the competitor. ATL activities including Digital Marketing, To give ads in local newspaper and to put banner in the mall and outside the mall for sales and promotional activities. TTL activities including In-store branding by giving excellent customer service. Taking care of signage, billboards, coupons, private labels, customer feedback and complaints and to adopt any changes in order to increase brand awareness of landmark group. Organized events within store for kids to increase word of mouth during back to school sale. To increase sales and market share by doing unique branding activities and by giving ideas and recommendations, creating ads, visual merchandising of products in a better way and by improving store standards.</li> </ul> <p><b>Reason for Leaving: Moved to UAE from KSA (Relocation)</b></p>			

<b>Organization 2</b>	Hitaishi-KK Manufacturing Co. Pvt. Ltd. Kolkata	<b>Duration</b>	March 2009 to May’12 (3 Years & 3 Months)
<b>Designation</b>	Manager – Sales & Marketing	<b>Key Role</b>	Business Development – Import /Export, MIS
<ul style="list-style-type: none"> <li>◆ Leading the team of <b>S. &amp; M.</b>, B2B Sales &amp; Promotions, KPI, Training for New &amp; Old Employee, Inventory Management, Visual-Merchandising in Trade Fair &amp; Coordinating with the buying agents, Taking care of Credit/Payments &amp; Feedback/Complaints.</li> <li>◆ Sales Target, Attending Trade fair on regular basis &amp; to increase brand awareness of the company by hosting the trade events. ATL, BTL &amp; TTL Activities including Pre-Event, During-Event, Post-Event Activities. E-Mail Ads, Awareness through telemarketing, Social Media Network. Taking care of marketing cost, to minimize the cost incurred in order to promote the products of company.</li> </ul> <p><b>Reason for Leaving: Higher Studies (Joined 2 year’s Full time MBA)</b></p>			

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<b>Organization 1</b>	Jayshree InfoTech Consultants Limited, Kolkata <b>( B. K. Birla Group of Companies )</b>	<b>Duration</b>	April'05 to Feb'09 <b>(3 Years &amp; 10 Months)</b>
<b>Designation</b>	Sr. System Engineer	<b>Key Role</b>	General Troubleshooting, Administrations, DBA, Digitalization & Clients Services
General Troubleshooting & Administration of entire computer network and System of the organization. ♦ Mentoring the Engineers, handling client escalations, conducting training session for the Engineers as well as the New Hires. ♦ Worked on OPTI – NT software, (A combination of Auto–CAD and Oracle DB) To digitalize all the wiring of AT & T with the help of OPTI NT Software at the premises of <b>Tech Mahindra Limited</b> from Aug'07 to Dec'07 <b>(5 months)</b> . <b>Reason for Leaving: Company sold by B.K. Birla Group in March'09 (Joined Sales &amp; Marketing because of IT Recessions)</b>			

## INTERNSHIP (Full Time):

<b>Organization 3</b>	Bertoni LLC (Giant Group of Industries– UAE)	<b>Duration</b>	Feb to April'2015 <b>(2 Months)</b>
<b>Designation</b>	Vice President – Sales & Marketing	<b>Key Role</b>	Sales & Marketing Strategies, Brand Redesign
♦ <b>Worked for Bertoni LLC (Giant Foods DMCC) as a Vice President – Sales &amp; Marketing in Food and Beverages (F &amp; B) Division.</b> ♦ Marketing & Advertising Activities including leadership and coordination of company Sales, Marketing & Operations functions. ♦ Developed and implemented sales and marketing strategy, designed Brand makeover and brand standards during first month. ♦ Managed the initial setup of the company, recruitment's and interviews. Established multiple revenue, generating avenues. ♦ Monitored & analyzed sales activity against goals, development of new project proposals, planning & policy making. ♦ Established and implemented short- and long-term goals. Promoted positive relations with partners, vendors & distributors. ♦ Multiplied the business with a span of 2 months by opening 3 revenue generation points at Dubai Mall, MOE & Media city. ♦ Did partnership with top Retail Chains to supply <b>bakery products</b> in supermarket & managed <b>pantry services</b> of large companies. <b>Reason for Leaving: Company was unable to provide Employment VISA within stipulated time frame.</b>			

<b>Organization 2</b>	Bharti Airtel Limited, Mumbai, India	<b>Duration</b>	8 Weeks (Almost <b>2 Months</b> ) May – July'2014
<b>Designation</b>	Territory Channel Manager – <b>Intern</b>	<b>Key Role</b>	Channel Management & Corporate Marketing
♦ Managing the channel sales and distribution network including B2B partnership and launch of new Airtel Postpaid Campus Plan. ♦ Motivating channel partners (DSA), skills and training, for driving business and driving sales team to achieve the set targets. ♦ Sales Target Achievement, To increase brand awareness with the help of Direct Sales Agent (DSA) through telemarketing and By giving information of the new and old products and their unique benefits as compare to competitor. Why customer should go for Mobile network portability and opt for airtel connection. Trained DSA agents to do the brand awareness. BTL activities including Meetings clients and building relationship in order to increase the brand awareness. To put posters on notice board, to send mass mails to students and faculty, To organize and to do road shows and events in top MBA and Engineering Colleges of Mumbai prior to launch of Airtel Postpaid connection and During the launch of Airtel Postpaid Campus Plan. <b>Reason for Leaving: Offered Job after Internship but had to Move to Riyadh, Saudi Arabia for Better prospect</b>			

<b>Organization 1</b>	MyDeals247 E-Commerce Pvt. Ltd. Bangalore	<b>Duration</b>	12 Weeks (Almost <b>3 Months</b> ) April – July'2013
<b>Designation</b>	<b>Intern – (Business Development Manager)</b>	<b>Key Role</b>	Ad Sales, Digital Marketing, Vendor Management
♦ Generated new development deals for Volume Sales, Ad Sales, Vendor Management, Internet Marketing & Online Advertising ♦ To supervise the Working of Sales Department, Handling Sales Team, Meeting the Clients and Building Relationships. ♦ Sales Target, Promotions and sales of personalized ad model of mydeals247.com which includes Digital Marketing, Local listing and classifieds, Search Advertising, Contextual Advertising, Displaying Advertising, Mobile Marketing, Group Buying Advertising & Geotargeting Advertising, Social Media Advertising, Online Video Advertising and E Mail Ads. Worked to increase Alexa Ranking of mydeals247.com and charging methodology for various online advertising models including Cost Per Click (CPC), Cost Per Mile (CPM), Cost Per Lead (CPL), Cost Per Acquisition (CPA), Which helped various small and medium size industry and institutions to increase their branding through unique mydeals247.com strategy. <b>Reason for Leaving: Summer Internship (not a permanent job) - part of 2 years full time MBA (2012-14) program</b>			

## ACADEMIC PROFILE:

Degree	Specialization	Institute /College /University
MBA	Marketing & Communications	K J Somaiya Institute of Management Studies & Research, <b>(SIMSR), Mumbai</b> <b>One of top 15 premier Business School in India, CAT Score 95.74 Percentile</b>
BCA + MCA	Computer Application & Networking	<b>Periyar University, Salem.</b> (State Govt. University of Tamil Nadu, India) Accredited with <b>Grade A</b> by NAAC with <b>CGPA 3.15</b>

**PGDM – Marketing Communications (2 years Full Time, 2012-14 batch)**  
**K.J. Somaiya Institute of Management Studies & Research (SIMSR) Mumbai (Top 15 B School in India)**

**PERSONAL PROFILE:**

**Brief Profile** : I believe to be a perfect Human Being for real happiness in life.  
**Strength** : Sincere, Self-disciplined, good-tempered, Passionate, good Observer with patience, fertile imagination & spiritual  
**Hobbies & Interest** : Long Drive, Listening to Music, Movies, Cricket, Carom, Surfing Net, and Athletics & to solve puzzles.  
**Passport Details** : **Passport No.:** J1028866, **Valid Till:** 30 November 2020, **Issued From:** Kolkata, India  
**Date & Place Of Birth** : **Dated:** 12-October-1985. **Place:** Kolkata, West Bengal, India.  
**Sex/Marital status** : Male/Married  
**Languages Known** : English, Hindi, Bengali and Basic Arabic.  
**Permanent Address** : Block: M-1, Flat No. 5, Karim Bux Row LIG Housing Estate, Kolkata – 700 002, West Bengal, India  
**Present Address** : 101 Danat Al Nahda Building, Behind Carrefour, Al Nahda, Dubai, UAE  
**Quick Contact** : ☎ +971 - 507942977 (UAE) / +91 - 8286970213 (India), ✉ rahul.jha@somaiya.edu  
**Skype Id** : rahul-kumar-jha

**TECHNICAL & PROFESSIONAL SKILLS:**

- ◆ Excellent Typing speed of **65 – 70 Words per Minute** with **100% Accuracy** (without seeing keyboard).
- ◆ Proficient in General Trouble-Shooting, Networking, Operating system, HTML, Linux, CCNA, Auto CAD, Oracle, JAVA, DOT NET, PL/SQL, Testing & C, C++ Programming with Excellent computer skills on MS Office WORD, EXCEL, POWERPOINT & SPSS
- ◆ Excellent Communication Skills (verbal as well as written), Team Player & Team Management, Good presentation, Commitment towards work & responsibilities, problem solving, leadership, quick, challenging, adaptable, influencing, planning and organizing skills, continuous learning and improvising according to market requirement, Good Knowledge of Marketing & Sales, Business development, Business Strategy, Planning & Analysis, Pre-sales, Competitive & Requirement Analysis, Public Relations & Corporate Communications, Sales Promotions, Event management, Brand Management, Digital Marketing, E Commerce & Search Engine Optimizations, Software Project Management, Management Information System (MIS) & Customer Relationship Management (CRM), Business Meeting & Client Relationship skills.

**KEY PROJECTS / EXTRA ACTIVITIES & ACHIEVEMENTS:**

- ◆ Worked as **FREELANCER** (Business Development) in **Dubai, UAE** for almost 2 Months (**February to April'2015**)
- ◆ Worked as **FREELANCER** for various IT and Business Development project for the period of **2 years in India**
- ◆ Done **1 Year** certification course '**Masters in Network Administration**' from **Jetking** Infotraining Ltd., R.O. Kolkata From **2004-2005**
- ◆ Consistency in Productivity, No Escalations and delivering good quality in handling the Service Requests at work.
- ◆ known as fast problem solving employee in Tech Mahindra & Jayshree IT Consultants Kolkata for achieving target on or before time
- ◆ Participated in Techno fest conducted by B.I.T. Mesra & N.I.T. Jamshedpur and received prizes.
- ◆ organized the Annual Social Gathering, Republic Day Celebration and many other events held in my college.
- ◆ Won first prizes in district level athletics and also Participated in many sports activity held in college.
- ◆ Won **1<sup>st</sup>** prize in singing competitions held at an inter-school level.
- ◆ Finalist for Print Ad competition organized by Marquees Club, IIM Ranchi.
- ◆ **Finalist** for **Poster making competition** organized by **Career 360- BE THE ONE.**
- ◆ Campus Finalist for **Comstrat** (Communication Strategy Challenge) National Level Marketing competition by **Draft FCB ULKA.**
- ◆ Campus finalist for **TYCOON "The best Manager Contest"** held under **INFOTSAV'12 Of IITM, Gwalior**
- ◆ Campus **Finalist** for **SPRIHA "Annual Summer Internship Project Competitions @ K J Somaiya, Mumbai.**
- ◆ **Winner** of Wedwaan 2013 Best Student Manager – National level student manager competition.
- ◆ **Winner** of Integrated Marketing Communication (**IMC**) **Campaign** on Online Shopping held @ **SIMSR.**
- ◆ **Created Digital Marketing Campaign for Anu Mulik in K J Somaiya and received good feedback from Mr. Anu Mulik**
- ◆ **Done Social Event Show & received good feedback from Director of KJ Somaiya including Chairman of college Mr.Samir Somaiya.**
- ◆ Received best feedback from faculty for excellent **Research paper** –Logos in Brand Building & **IMC Campaign** – Online Shopping
- ◆ Selected for **Unilever Unplugged Workshop – Integrated Brand Communication** and Participated with team at **HUL Mumbai.**
- ◆ Taken final project of **Emami's Navratna Oil Distribution & Promotional Strategy** in MBA 6<sup>th</sup> Trimester from Feb to April'14

**DECLARATION:**

I hereby declare that the information given above is true to the best of my knowledge and if any error is found, I will be responsible for the same.

**Place:** Dubai, UAE

**Date:** January 07, 2017

(Rahul Kumar Jha)