RAJESH KUMAR M

Master of Business Administration
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Career Objective

A diligent graduate of MBA with a solid foundation in Digital marketing, finance, and marketing, seeking a challenging role in a dynamic organization where I can contribute to growth while gaining valuable industry experience.

Education

Master of Business Administration in Finance and Marketing

Vels Institute of Science, Technology and Advanced Studies **07/2023 – 05/2025**
– — CGPA 8.4/10

Bachelor of Business Administration

Loyola College Chennai **07/2019 – 06/2022**
– — CGPA 7.75/10

Higher Secondary School

Little Flower Matriculation.Hr. Sec. School **06/2017 – 05/2019**
– — 512/600

Experience

Trainee Digital Marketing Executive

Worktual Innovations Pvt Ltd **09-2025 – 11-2025**
- Optimized site performance using GSC and GA4 data, driving continuous SEO improvements.
- Executed targeted link-building campaigns via guest blogging, listicles, and link exchanges.
- Managed full-cycle content production, from keyword research and analysis to drafting and publishing blogs.

E-commerce Intern

LRM Automobiles **12-2024 – 03-2025**
- Managed e-Commerce platforms like Flipkart and Amazon in selling vehicle lubricants.
- Regular listing of new products, stock management and dispatching of orders.

Digital Marketing Intern

Trendloud Digital India Pvt Ltd **01-2024 – 02-2024**
- Supported the optimization of website SEO, contributing to content updates and keyword research to enhance search engine rankings.
- Supported event coordination and promotions, contributing to the organization and execution

Digital Marketing Intern

LRM Automobiles **03/2023 – 05/2023**
- Created more than 60 product listings on both Amazon and Flipkart.
- Involved in regular stock maintenance and Google business listing of newly launched products.
- Managed Amazon and Flipkart seller accounts and executed the orders.

Technical Skills

- Search Engine Optimization
- Web Designing- Wordpress
- Advanced Excel
- E-commerce Product Listing
- MS Office
- Canva Design

General Skills

- Critical Thinking
- Good Coordination
- Problem Solving Skills
- Adaptable
- Quick Learner
- Good Listening Skills

Certifications

- Digital Marketing - Zuan Education **16 weeks**
- Advanced Excel - Internshala Trainings **4 weeks**
- Marketing Management - II - Swayam NPTEL **8 weeks**
- B2B Marketing - Swayam NPTEL **12 weeks**
- Hubspot Academy SEO Certification **2 weeks**
- Google Analytics Certification **2 weeks**

Achievements and Rewards

- Obtained Elite NPTEL Online Certification in Marketing Management in Swayam NPTEL
- Obtained Elite NPTEL Online Certification in B2B Marketing in Swayam NPTEL
- Obtained a Certificate of Excellence as a Student Coordinator during post-graduation degree.
- Served as a Peer Evaluator for Star Summit Event during post-graduation degree.
- Won Scholastic Award during Intermediate School.
- Participated in National Level Handball Tournament.
- Sports House Captain during intermediate School.

Personal Interests

- Listening to Good Music
- Canva Designing

Languages Known

- English
- Tamil