# RAHUL CHOUHAN

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zaaksolutions.com

## Looking for Digital Marketing and Web Development Projects

## Summary

**Founder and Managing Director - Zaak IT Solutions (P) Ltd.**

### Personal Profile

I am a PMP from PMI Institute, USA and a Certified Six Sigma Black Belt. A Project Manager/Business Analyst with 10 years of Information Technology (IT) and Business Management experience in private sector with key emphasis on Electronic Medical Records (EMR), Enterprise Resource Planning (ERP), Technical Writing & Documentation. I have a thorough experience in gathering and collecting requirements, analyzing, documenting & managing them throughout the project. Also, working as a freelancer for about 5 years has made me a Digital Marketing and Social Media Expert, where I did the work of managing Social Media accounts of other companies. As an Affiliate Marketer, I also ran PPC campaigns and paid Facebook Ads to promote other products. This is where the idea of incorporating a company crept in. I plans to take Zaak IT Solutions (P) Ltd. to a whole new level in the Website Designing and Development and Digital Marketing arena, in the future.

### Company Profile

As a Website Development company our vision is to build world class websites as per the clients specifications and ensure 100% satisfaction in terms of Scope, Time, Cost and Quality.

As a Digital Marketing company, our vision is to increase the online presence of our clients' while using a wide range of tools and strategies like SEO, SEM, PPC and Social Media Management.

## Previous Experiences

Business Analyst/Subject Matter Expert/Project Coordinator/Technical Writer with 9+ years of Information Technology (IT) and Business Management experience in private sector with key emphasis on Electronic Medical Records (EMR), Enterprise Resource Planning (ERP), Technical Writing & Documentation. Have a thorough experience in gathering and collecting requirements, analyzing, documenting & managing them throughout the project. Have a proven ability of know-how to combine creativity and usability from inception through production to final delivery of a document. Well versed with DDLC.

## Work History

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|---|---|
| Oct 2015 - Present | **Founder and Managing Director**<br><br>*Zaak IT Solutions (P) Ltd.*<br>Website: http://www.zaaksolutions.com |
| Jul 2011 - Sep 2014 | **Business Analyst/Subject Matter Expert/Technical Writer**<br><br>*YASH Technologies Pvt. Ltd.* |

**Project Name: SpectraEMR**
**Domain: Healthcare**
Developing and maintaining the whole User Manual and complete technical writing stuff single handedly.
Creating the requirement document, gap document, customization document and solution document in coordination with the client and development team.
As a Subject Matter Expert coordinating with the development team thus acting as a functional consultant for them.
Looking after all the marketing collaterals such as Brochures, Danglers, emailers, presentations, demo videos etc.
Creating the website content for www.spectraemr.com and updating it regularly.
Creating the wireframe for the new Patient Portal to be created.

**Dotted line responsibilities - Learning and Development (Team IS):**
Involved right from the setup of this department performing responsibilities such as making processes, policies and templates and starting up with it. The company had no Learning and Development department prior to this.
Catering to the training needs of the whole organization.
Managing and coordinating the whole process of trainings right after the request is received.
**CDP** – Started the initiative Career Development Program wherein training needs of each associate in the entire organization was determined and carried forward henceforth.
**TOGAF** – Another initiative started. Discussed on the Business case and requirements and decided to take on the silver membership of The Open Group for Architecture and Framework.
**SAP Certification Drive** – Looked after the coordination of the entire SAP Certification Drive.

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|---|---|
| Sep 2007 - Jun 2011 | **Project Co-ordinator/Senior Technical Writer** |

*BatchMaster Software, Inc.*

Responsible for coordinating various implementation projects throughout all the project phases.
Creating and updating the Project Plan and communicating with the developers, testers and the management throughout the implementation project.
Creating new templates and documents needed to be used throughout the implementation project.
Creating/Proofreading/editing User Manuals, Training Manuals, Customization Documents, Solution Documents etc. for the ERPs (BatchMaster Enterprise and OptiPro) and various Add-ons such as B2B and Excise.

| | |
|---|---|
| Aug 2005 - May 2007 | **Team Lead - Learning Resources** |

*Cerebral Learning Solutions Pvt. Ltd.*

## Education

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|---|---|
| 2005 - 2006 | Diploma in General Management through Flexible Learning Programme |

*The ICFAI University (Distance Learning)[*

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|---|---|
| 2000 - 2004 | Bachelor of Engineering (B.E.) in Computer Science |

*R.K.D.F. Institute of Science and Technology affiliated by Rajiv Gandhi Prodyogiki Vishwavidyalaya*

## Skills

Social Media Management

Social Media (FaceBook, Twitter, Google+) Promotions including paid FaceBook Advertising.

**Portfolio available at:** http://www.zaaksolutions.com/portfolio/

**My Social Media URLs:**

**LinkedIn Profile URL:** in.linkedin.com/in/rahulchouhan123/en

**Twitter URL:** https://twitter.com/Rahul_Chouhan

Affiliate Marketing

Registered to many Affiliate marketplaces and In-house affiliate programs such as Amazon. Also, registered to a few Cost Per Action (CPA) networks, PeerFly, Adscend Media and CPAWay to be precise.

Search Engine Optimization

Portfolio available at: http://www.zaaksolutions.com/portfolio/
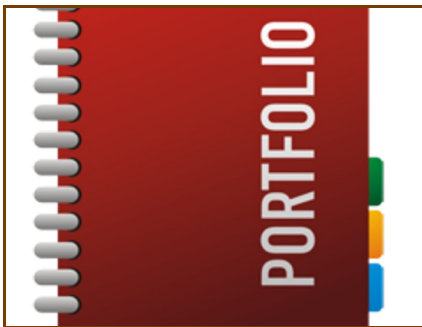
Project Management

PMP Certified, with a Project Management experience of 2 years.

## Certifications

Jan 2013 - Present

### Project Management Professional (PMP)

*Project Management Institute (PMI)*
Certificate Number: 1575036

## Portfolio

This portfolio primarily briefs you about all the writing work I have done till date.



**My Portfolio**