

# RAHUL JAIN

Business Head at NTI Media Limited | Parliamentarian

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## Marketing Consultant

- Award-winning marcom professional with proven success leading corporate marketing and internal communications for multimillion-dollar companies across diverse industries.
  - Leader of creative teams, multimedia divisions and corporate communications departments. Conceptualize, develop and execute marketing campaigns that build memorable brands.
  - Expert in the technical, conceptual and content development of sales-driving collateral. Produce record-high marketing campaign response rates and execute successful product launches.
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## Professional Summary

- **Market Penetration:** Sound knowledge and understanding of marketing trends, principles and methods.
- **Brand Management:** Energetic, innovative and persuasive with effective networking skills to establish market positioning.
- **Market Development:** Excellent communication and leadership abilities to expand potential market segments.

### *Areas of Expertise:*

- **Online Marketing** – Social Media Networking, Online Branding, Digital Marketing, Online Advertising, Lead Generation
  - **Marketing Strategy** – Strategic Partnerships, Competitive Analysis, Market Research, Business Development, Viral Marketing
  - **Product Marketing** – Innovative Thinking, Marketing Management
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## Recent Awards

Award of Excellence for Outstanding Advertising (*Reputation online management pvt ltd “ORM Specialists”*)

Gold Award for Most Effective Campaign (*Gloria Jeans’s Coffee “Open Road” direct mail campaign*)

Award of Excellence for Innovative Messaging (*SAHARA PARIWAR “Social Drive” campaign*)

Award for Successful Product Rollout (*Nti Media Ltd “Parliamentarian Conclave” campaign*)

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## Experience

### **Business Head at Nti media Limited**

March 2017 – Present

- Support operations and administration of Board by advising and informing Board members, interfacing between Board and staff
- Oversee design, marketing, promotion, delivery and quality of programs, products and services
- Design business plans, budgets and ensure technological upgrade of the traditional media platform
- Assure the organization and its mission, programs, products and services are consistently presented in strong, positive image to relevant stakeholders
- Oversee fundraising planning and implementation, including identifying resource requirements, researching funding sources, establishing strategies to approach funders, submitting proposals and administrating fundraising records and documentation

### **Brand Strategy Consultant at aReputation**

- Brand audit, Brand creation, Brand management, Brand communications (corporate affairs, public affairs, PR & Media Relations, Event Management, Advertising, Website development & design, Electronic Newsletters, Annual Reports and other communication tactics)
- Develop annual communication strategies and integrated communication plans
- Client Service Director on all critical and high value projects
- Creative direction on ideas and project communication

### **Strategy Officer at Valentine Couture**

Advisory and project management role - Consulting Officer

- Provided Strategic Counsel to the company;
- Established Strategies and Plans to promote the brand and the organization;
- Developed advertising schemes, managed brand communication, market research and developed public relations materials to leverage success;
- Designed, developed, implemented and managed business operations.

### **Corporate Communications and PR Lead at Oval Observer Foundation**

Responsible for corporate communications, media relations, event planning and execution such as press conferences, media interviews, and Project Conferences.

- Promoted and created awareness for the organization in relevant circles;

- Assisted in establishing media relations resulting in placement of articles with leading media outlets like thediplomat.com, eurasiareview.com, thebricspost.com, Global Policy Journal, IndraStra.com, swarajyamag.com, abplive.in, NDTV.com and The Hindu;
- Worked exclusively to invite Heads of Diplomatic Missions and other Honorary Consulates in India for Conferences, Dialogues and Interviews;
- Produced monthly e-newsletters by writing and designing articles and pictures in Constant Contact;
- Created, submitted, and tracked press releases & case studies;
- Created media partnerships with community and corporate organizations;
- Developed and maintained positive relationships with internal/external stakeholders and implemented and tracked proactive public relations efforts to promote a positive organization image;
- Wrote News releases and Created Event Brochures;
- Work with chief executive to determine event budget and manage expenses to that budget;
- Managed social media channels, ensuring greater interaction to bring international issues to a larger public discourse;
- Wrote and proofread content for Executives' letters/speeches, organization profile and project proposal/ reports.

### **PR & Communication Manager (Marcom) at The Design Consortium**

Worked closely with the CEO and HVCs to manage business strategies, execute personal branding initiatives and ensure media coverage

- Planned, developed and implemented PR strategies;
- Wrote, produced, and managed the distribution of all print & digital communications such as newsletters, press releases, industry articles, internal management communications, etc.;
- Handling Media Relations and securing features in Magazines like A+D, Architect and Interiors India, Architecture Update, Kitchen Review, IFJ and Ideal Home; in leading Newspapers like The Sunday Standard, TOI and Property Express; with broadcast interviews on Green TV;
- Prepared and supervised the production of publicity brochures, handouts, direct mail leaflets, promotional videos (copywriting), photographs, films and multimedia programmes;
- Identified networking opportunities and planned events & awards calendar for the Chief Executive;
- Sent Award entries which led to being Awarded the NDTV Award, HUDCO Award, AICA Award and J K Cement Award across multiple categories, inter alia;
- Prepared company's senior leadership for interviews and public presentations;
- Managed and coordinated photo shoots and special events including exhibitions, open days and press tours;
- Maintaining and updating information on the organization's website and managing social media handles; •Develop training programs for employee behavioral development and competency development;
- Assist in recruitment, orientation, process trainings, performance evaluation and talent review activities.

## **Manager Communications and Training at Innovative Financial Advisors Pvt Ltd**

Wrote, edited and disseminated professional messaging including press releases, newsletters, online content, social media and internal and external communication materials.

- Created specialized communication plans to promote social innovation projects and CSR;
- Creation and development of print and online advertising, copywriting, email marketing, Web site management and content development, press releases, bylined articles, White papers, corporate videos and marketing collaterals, RFP review and development, marketing budget development and cost tracking;
- Planned and directed broadcast content for local radio opportunities; cultivated original story ideas and topics for advertisements;
- Participated in civic, social and business organizations to promote the hospital's reputation, protect its interests and advocate for its positions where appropriate;
- Collaborated on website redesign resulting in improved search engine rankings;
- Structure operational methodology and lead change management activities;
- Design modules that drive the highest levels of employee engagement and performance excellence;
- Identify, analyze, prepare risk mitigation tactics;
- Ensure team cohesion through 'employee-ship' trainings;
- Consult, Train and coach Program team on LFA-RBM models, for appropriate initiative designing. Also ensure the quality of the projects proposed, while furthering innovation in activity design and implementation;
- Coach Managers and supervisors on CSR, its codes, standards and objectives, CSR in India- advisory & the regulatory regime and CSR Reporting.

## **Communications and Business Development Manager at Sairam Traders and Engineers**

- Pitched press releases to trade press to secure prominent placement of product information; wrote cover stories on behalf of internal software professionals;
- Conducted customer interviews and wrote software product application stories;
- Edited software user manuals for grammar, AP and in-house style, and consistent layout;
- Responsible for lead generation by appropriating adequate market strategy, MIS and accessing potential market opportunities;
- Liaison with municipal level government agencies like the NDMC, EDM etc., for tenders and contracts;
- On-site work management and in-situ conflict resolution;
- Conduct in-House training sessions for marketing personnel and fresh incumbents;
- Responsible for employee development, skill enhancement and content creation.

## **Manager-Corporate Communications & Market Discovery at DSP Precision Products Pvt Ltd**

- Developed strategic alliances, while commissioning and undertaking relevant market research;
- Responsible for training sessions for new employees and management staff to equip them with the skills, knowledge, and attitudes required to perform in a fast-paced, rapidly changing technological and economic environment;
- Deftly enhanced communication Skills to facilitate adequate skill set required to communicate with both Domestic and International clients;
- Ensured greater emphasis on accent neutralization for employees hailing from various regional, cultural and social backgrounds;
- Effectively identified actions & supported team interrelationships.

## **Employee Training and Development Master at Dular Steel Products Pvt Ltd**

Responsible for the ongoing activities to ensure right marketing efforts and strong employee morale.

- Worked with the marketing department in executing and communicating innovative marketing campaigns designed to increase sales, profits and top of mind awareness with new and / or existing customers;
- Content development i.e. accountable for reading, writing, and locating information, understanding of work-related reading materials, based on actual demands of the workplace, such as memos, bulletins, notices, letters, policy manuals, and government regulations;
- Proficiently managed records of work-related messages received verbally from customers, co-workers, supervisors;
- Responsible for conducting training sessions for new employees and management staff in relevant areas.

## **Corporate Trainer at Sairam Traders and Engineers**

- Trainings on developing strategic marketing plans and enhancing negotiation skills;
- Regular Trainings on improving intra-personal and inter-personal communications skills.

## **Soft Skills Trainer at Arose Education**

- Effectively conducted training classes for adults and children, ranging from 15-23 students on computer skills (the internet, MS Office), school-based curriculums (GED classes and middle/high school math), and on-the-job training.
- Deftly created and taught training classes for various technical and soft skills.

## **Industrial Training at Airtel**

June 2010 - July 2010

Project      Implementation of IPv6

### **Industrial Training at Bharti Teletech Limited**

May 2009 - June 2009

Project POTS to Mobile Technology & Communication

### **Industrial Training at HCL Infosystems Ltd**

June 2008 - July 2008

Server & P.C. Maintenance

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## **Education**

### **Institute of Management Technology, Ghaziabad**

Master of Business Administration (M.B.A.), Operations Management, 2015 - 2016

### **Institute of Engineering and Technology, Engineering Council, UK**

Bachelor's Degree, Chartered Engineer, 2011 - 2011

### **AITTM, AMITY University**

B. TECH, ELECTRONICS AND TELECOMMUNICATIONS, 2007 - 2011

### **CBSE**

Class XII; All India Senior School Certificate, Physics, chemistry, Biology, Mathematics, 2005 - 2006

### **CBSE**

Class X; Senior Certificate, Science Mathematics Computers Social science English Sanskrit, 2003 - 2004

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[Contact RAHUL on LinkedIn](#)