

CONTACT

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EDUCATION

Master in Innovation Management
Indian Institute of Technology, Roorkee
05/2023 - GPA :9

Master in Social Work, Governance & Bachelor of Law(LLB)
TISS & Osmania University Hyderabad
05/2014

Bachelor of Technology(B.Tech) Electronics Engineering Design & Manufacturing
Indian Institute of Information Technology Design & Manufacturing Kancheepuram, Chennai
05/2012

SKILLS

- Stratergy Planning
- Social Media Management
- Problem Solving
- Content Development
- SEO Optimization
- Market Research
- Expertise in Project Management Area
- Team Management
- Multi-Tasker
- Leadership
- Research
- Cross Functional Collaboration

LANGUAGE KNOWN

- English
- Hindi
- Telugu
- Tamil, Kannada(Basic Understanding)

RAHUL

PRINCIPAL ASSOCIATE- MANAGEMENT & STRATERGY

Results-Driven Management & Stratergy Professional with a proven track record in optimising Administration , Campaign outcomes. Skilled in strategic Planning with Innovation and Team leadership. Seeking a challenging executive role to leverage expertise and drive Administration, Management excellence.

WORK EXPERIENCE-10+YEARS

Principal Associate -Planning, Growth, Stratergy
IPAC
Dec 2022 - Present

- Developed and executed comprehensive digital marketing strategies, resulting in a **20% increase in brand visibility.**
- Managed **social media campaigns**, **increasing follower engagement by 25%.**Supported the implementation of **SEO strategies, leading to a 20% improvement in organic search rankings.**
- Utilised **data analytics to optimise** online advertising, achieving a **15% improvement in conversion rates.**
- Developing comprehensive **strategic plans**, setting campaign goals, identifying **target demographics**, assessing the competitive landscape, and crafting a clear roadmap to **achieve desired outcomes by increasing 100% reaching the " Desired Message".**
- **Message Development** through **Crafting compelling** and resonant messages that address the concerns and aspirations of the electorate.
- **Conducting in-depth research** and **data analysis** to identify key issues and sentiments prevailing among the electorate.
- **Media Management and Public Relations** through Overseeing media interactions, **creating press releases**, and **coordinating public appearances** to ensure the **candidate's message** is conveyed effectively to the masses.
- **Devising fundraising strategies**, organizing events, and maintaining relationships with donors , outcome achieving through raising of Funds **minimum 1 crore per meeting depends on participants.**
- **Crisis Management** through **Guiding clients** through difficult situations with **tact and diplomacy.**
- **Lobbying and Advocacy** through Engaging with **policymakers, stakeholders,** and interest groups to advocate for specific policy changes or legislation aligned with **clients' objectives.**
- **Legal Compliance** through Ensuring **clients comply with all election laws and regulations.**

Achievements with Respect to Innovation and Trade

- **Crafting Winning Campaign Strategies** through Developing effective campaign strategies that resonate with the target audience and help **clients achieve their electoral objectives.**
- **Enhancing Public Perception** through Building and managing public perception through **effective media management, public relations,** and **crisis communication.**
- **Driving Policy Changes** through Influencing policy decisions through lobbying and advocacy efforts, promoting clients interests and objectives
- **Fostering Economic Growth** through Supporting economic development by advising clients on **trade policies**, regulations, and international relations in **increasing exports by 20%.**
- **Promoting Innovation** by encouraging , advocating for policies that support **entrepreneurship, research and development.**

AWARDS, ACHIEVEMENT

- **Best Performance Award - Government of Telangana - 2019,2017,2016**
- **Best Performance Award Innovation -Government of India- 2017**
- **All India Bar Coucil Exam 2016- Qualified.**
- **UGC NET 2014 -Qualified.**
- **IIT-JEE 2008 Extended Merit List - Qualified & Top 2% Percentile in JEE(Main)(AIEEE) examination 2008**
- **Recipient of Central Government Merit cum Means Scholarship.**

AREA OF INTEREST

- **Administration**
- **Innovation, Trade**
- **Promoting Livelihood**
- **Policies**
- **Financial Inclusion**
- **Entrepreneurship**
- **Gender**
- **Poverty Issues**
- **Health & Nutrition**
- **Education**
- **Agriculture & Water Resources**
- **Project Management**
- **CSR**
- **Marketing**
- **Irrigation**
- **Maritime**
- **Mass Communication & Public Relation**
- **Convergence Projects Stratergic Frame Work of Welfare Schmes**
- **Basic Infrastructure**

FUTURE CARRIER INTEREST

- **Administration**
- **Business Development**
- **Stratergic Planning**
- **Human Resource and Finance**
- **Marketing**
- **Innovation**

- **Coordinated the planning and execution of marketing events**, contributing to a **30% growth in event attendance.**
- Implemented email marketing campaigns, resulting in a 25% increase in lead generation.
- **Collaborated with cross-functional teams** to create and update **website content, enhancing user experience and brand perception.**

Advocate -High Court of Telangana, India
July 2015 - Present

- Legal Representation ,Legal Advice, Document Drafting, Research Analysis, Negotiation & Mediation, Court Apperances.
- Achievements with **100% success rate through favourable Judgements, community engagement** through **volunteering , teaching and speaking at legal events.**

Program Manager/Officer- Health, Education & others
ITDA , Telangana , India
May 2014 - July 2021

- Preparation,Planning and Research, Management, stratergy of Tribal Welfare Convergence Programs.
- Analyzing existing policies, identifying gaps, and recommending improvements.
- Providing expert advice and guidance to government agencies, policymakers, and stakeholders.
- Engaging with stakeholders, including citizens, businesses, and community groups, to understand their needs and concerns.
- Conducting research and evaluation to inform policy decisions and assess the effectiveness of existing policies.
- Communicating complex policy issues to non-technical stakeholders and collaborating with other government agencies, departments, and ministries.

Achievements

- **Contributing to the development of evidence-based policies** that address complex social, economic, or environmental issues.
- Identifying areas for improvement in policy efficiency and implementing changes that lead to better outcomes.
- **Building and maintaining effective collaborations and partnerships** with government agencies, stakeholders, and community groups.
- **Raising public awareness and engagement** on key policy issues, leading to greater participation in the policy-making process.
- **Receiving awards or recognition** for outstanding contributions to government advisory work, such as improving policy outcomes or enhancing stakeholder engagement-**2016,2017,2019**
- **Fund Raising for one Financial Year Rs 50 crores for One District.**