

Rajat Sheokand

20 | Male | IMNU | Major – Marketing | Minor – Digital Transformation and Analytics



ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
BBA	2020-2023	Institute of Management, Nirma University	82.20 %
XII CBSE	2019-2020	Bhavan Vidyalaya, Sec 15, Panchkula	83.00 %
X CBSE	2017-2018	SD, Public School, Narwana, Jind	79.83 %
<ul style="list-style-type: none"> Completed certificate course of MS Excel on Udemey 			
LIVE PROJECTS			
Marketing Executive		Theka Coffee	Jun 2023 – Present
Digital Marketing	<ul style="list-style-type: none"> Responsible for planning and executing marketing campaigns Handling Social Media Pages for Theka Coffee 		
INTERNSHIPS			
		Theka Coffee	Apr 2023 – May 2023
Marketing Intern	<ul style="list-style-type: none"> Handled marketing campaigns along with performance marketing at Theka Coffee Ahmedabad Worked on several projects such as NSOs and Packaging 		
		ITC Fortune Landmark	Apr 2022
Finance Intern	<ul style="list-style-type: none"> Worked in the finance department of ITC Fortune Landmark Hotel, Ahmedabad Worked on projects such as e-invoicing and helped developed their in house software to automate the process Helped with GST filing 		
		Cry Bangalore	Jun 2021
Marketing Intern	<ul style="list-style-type: none"> Part of the Volunteer Action Team: Led a team of 10 interns who managed a social media campaign to raise awareness about vaccination 		
		Aashman Foundation	Oct 2020 – Jan 2021
Marketing Intern	<ul style="list-style-type: none"> Work involved marketing, which included planning of content and management of marketing campaigns 		
ACADEMIC PROJECTS			Jan 2023 – Mar 2023
Design Thinking Project	<ul style="list-style-type: none"> Did a survey on a project regarding improvements in undergraduate programs in India Designed a prototype model for an improved undergraduate program structure 		
Capstone Project	<ul style="list-style-type: none"> Wrote a research paper on the relationship between personality and academic performance Designed a Questionnaire and conducted a survey 		
POSITIONS OF RESPONSIBILITY			
Placement Committee, IMNU	<ul style="list-style-type: none"> Member of Placement & Corporate Relations Team, IMNU (2023-25) (Responsible for Lead generation, Project Implementation, PPV's, Placement facilitation etc.) 		
Placement Committee, IMNU (BBA)	<ul style="list-style-type: none"> Member of Placement & Corporate Relations Team, IMNU (2020-23) 		
Spinshot Club	<ul style="list-style-type: none"> Member of the Photography club, IMNU (2020-23) Responsible for covering and organising events 		