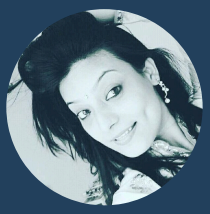
RAKHI KAUL

Marketing & Sales Consultant /Freelance Voice Artist

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402,Tower 10, The Close North, Nirvana Country, sector 50, Gurgaon Indian



EXPERIENCE

Sales and marketing consultant
01/2019 - Present

Self-Employed — Gurgaon, India

Led business development and marketing projects in IT, FMCG, and Retail businesses.Successfully implemented remote work via Zoom, Google, Slack, and Zoho for smooth execution. Worked on 'opportunitues for women' projects as well.

- Independently onboarded corporate clients including EY, Yahoo, Oyo Rooms, and Encompass Events for F&B alliances in corporate and event catering
- Orchestrated growth and partnerships while executing effective B2C marketing for a fitness/wellness brand focused on Pilates for women, resulting in increased footfall and member base post-pandemic
- Business development for artisanal FMCG brand via partnerships and events
- Transitioned to working as a home chef during pandemic from corporate catering
- Freelance writing assignments and voice-overs
- Anchoring in spiritual meets

Manager Strategic Relations and Alliances
06/2015 - 08/2018

Cratuz Technology — Gurgaon, India

Business development and alliances, sales training and hiring, vendor onboarding for an e-commerce food tech startup, achieved monthly onboarding targets.

- Compiled brand presentations and initiated inputs on company business plans.
- Recruited and provided sales training for candidates in business development roles.
- Built partnerships and alliances across both demand and supply sides of the business.

Business Development and Alliances Manager
04/2011 - 05/2015

Deals And You, Smile Technology Group — Gurgaon, India

Partnership and alliances with various merchants in categories like health and wellness, travel, food & beverages

- Business development and merchant partnerships across categories.
- Increased client engagement through content and social media strategies.
- Content writing for SEO for digital marketing, resolving customer escalations.
- Achieved monthly deal targets for both new and existing merchants and secured the biggest wellness deal in the North region.

Assistant Project Officer-Ceremonies
01/2010 - 12/2010

Commonwealth Organizing Committee 2010 — Delhi, India

Created, planned and executed opening and closing ceremonies and team welcome ceremonies conducted during CWG Delhi 2010

- Ideation, planning, and delivery of different promotional activities and milestones held for raising awareness about the games event, e.g., kite fest being held for the 100 days to go event, created and organized cultural events at the Games Village.
- Coordinating with schools and colleges to conduct auditions for students to perform under the mass cast requirement for the opening and closing ceremonies.
- Coordinating with different functional areas for communication, branding, venue, sponsorships, protocol, procurement, etc.
- Working closely with Wizcraft Entertainment for all BTL activities involved in the event.

Senior Executive, Brand Custodian
04/2006 - 03/2009

Percept Talent Management

Ideation and creation of concepts for brands to promote celebrity (talent) through ATL/BTL activities, brand endorsements, speaker engagements, PR activities etc

- Generated revenue for the talent business by cross-selling various concepts and working with support team for a celebrity brand association.
- Managing clients like Samsung, Nokia, Reebok, HT, Dominos, etc., for concept sales.
- Worked on assignments to get sponsorships for SRK's Kolkata Knight Riders, HT City etc.

EDUCATION

Executive MBA Marketing (EPYP)
Kolkata, India

Indian Institute of Management, Kolkata

SUMMARY

With an MBA in Marketing and a Post Graduate Diploma in Mass Communication, I bring more than a decade of expertise in sales and marketing within corporate settings, as well as an independent business consultant. My background spans across diverse industries including Media & Entertainment, Technology Start-ups, FMCG and Retail businesses. Currently seeking opportunities in the ever-growing voice industry resuming work as a presenter for corporate and social events. I aim to utilize my skills and voice to enrich the lives of others. Proficient in communication, flair for writing, PR, and interpersonal skills.

KEY ACHIEVEMENTS

Print Ad shoots and Fashion Shows-
Red FM, Play n pets, Worldfone and others.
Rajasthan fashion week, fashion show for VIP suitcase

Voice over and Anchoring
Anchored college fest with Palash Sen, anchored freshers and farewell parties.
Voice over on Taj Mahal and E books.

Interschool Choir group singing

Interschool Dramatics
Participated and received certificate for interschool dramatics

Anchoring events for Spiritual group
Volunteered events and emceeing for spiritual events

CERTIFICATIONS

Google Digital Unlocked
Google

TRAINING / COURSES

Japanese Language, Beginners Level-currently pursuing

EDUCATION

Post Graduate Diploma in Mass Communication — New Delhi, India
YMCA

Bcom Vocational — Agra
St John 's College

LANGUAGES

Hindi	Proficient
English	Proficient

SKILLS

- Communication
- Writing
- Public Speaking
- Interpersonal skills
- Creativity
- Social media
- Digital marketing
- Time Management
- Crowd engagement

Remote Work Tools Skills-

- Zoom, Google, Slack, Zoho

INTERESTS & HOBBIES

- Dance
- Music
- Spirituality
- Travelling
- Fitness