RAKHI KAUL

+91 9811277713 @ rakhikaul0228@gmail.com
402, Tower 10, The Close North, Nirvana Country, sector 50 Gurgaon



EXPERIENCE

Business Consultant

Business Development and Marketing consultant

01/2019 - Present Gurgaon, India

Led business development, sales and marketing projects in IT(SAAS/IAAS), 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.

- Implemented GTM, inside sales for cloud computing, Anaplan, Cybersecurity firms for BD and demand generation resulting in consistent delivery of quality leads.
- Delivered qualified leads monthly via blog content, B2B LinkedIn marketing.
- Account-based marketing focusing on inbound and outbound activities.
- Independently on boarded corporate clients including EY, Yahoo, Oyo Rooms, and Encompass events, for F&B alliances.
- 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.
- B2B sales for artisanal FMCG brand via partnerships and events.

Manager Strategic Relations and Alliances

Cratuz Technology

06/2015 - 08/2018 Gurgaon, India

Business development and alliances, sales training and hiring, vendor onboarding, for ecommerce food tech start up, achieved monthly onboarding targets.

- Compiled brand presentations and initiated inputs on company business plans
- Recruiting and sales training for candidates in business development roles
- Partnership and alliances across both demand and supply side of the business

Business Development and Alliances Manager

Deals And You, Smile Technology Group

04/2011 - 05/2015 Gurgaon, India

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

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

Assistant Project Officer-Ceremonies

Commonwealth Organizing Committee 2010

01/2010 - 12/2010 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 being held for raising awareness about the games event, e.g.- kite fest being held for 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 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

Percept Talent Management

04/2006 - 03/2009 Delhi, India

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.

SUMMARY

MBA-qualified business development and marketing professional with over 12 years of expertise in alliances, partnerships, growth marketing, and sales across IT, technology start-ups,media and retail businesses. Proven ability to drive strategic marketing initiatives, foster collaborative partnerships, and deliver measurable business growth. Strong communicator and leader, adaptable with excellent coordination, interpersonal skills, emotional intelligence, and critical thinking.

EDUCATION

Executive MBA

IIM Calcutta (EPYP)

Post Graduate Diploma in Mass Communication- Advertising & Marketing

YMCA New Delhi

- College internship at Mudra DDB
- Sify.com - Digital Ad sales

B.Com Vocational (Advertising & Sales Promotion)

St. John's College, Agra

School

St. Patrick's Junior College, Agra

CERTIFICATIONS

Google Digital Unlocked Certified- Fundamentals of digital marketing

Google

TRAINING / COURSES

Japanese language, Business Japanese and communication- currently pursuing

LANGUAGES

Hindi	Proficient
English	Proficient
Japanese	Beginner

SKILLS

Alliances partnerships, Growth marketing, Marketing strategy, Account management, Demand generation, Business development, GTM, Effective coordination, Interpersonal skills, Emotional intelligence, Critical thinking, Storytelling, Inside sales, Creativity, Communication, Content writing, B2B sales, LinkedIn marketing, Customer success, SAAS/IAAS, Anaplan, Strategic alliances, Technology sales, Events,

VOLUNTEERING

Volunteer

Practice Nichiren Buddhism (spiritual group)

Encourage, empower and train our members (happiness and value creation) based on the life philosophy we follow