

# RAHUL KUMAR

HRM | Marketing | Brand Management  
| Business Development | Talent  
Acquisition

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## ABOUT ME

Brand, Marketing, Business Development & HR professional with experience across Retail, Logistic, Finance, IT, Staffing Agency, Education. Skilled in Sales, marketing campaigns, brand strategy, integrated communications, creative development, HR operations, recruitment support, vendor management, and team leadership—driving impactful, insight-led organizational outcomes.

## EDUCATION

<b>MBA - HR AND MARKETING</b> Suresh Gyan Vihar University, Jaipur	2021-2023
<b>B.COM</b> Magadh University, Patna	2014-2017

## PROFESSIONAL EXPERIENCE

**HR Admin** 16 Aug, 2025 - 31 Dec

### Planyourworld Training Academy

- Manage end-to-end recruitment processes including sourcing, screening, and onboarding.
- Maintain employee records and ensure timely updates of HR databases and documents.
- Assist in implementing HR policies, employee engagement, and grievance handling.
- Allocating, and managing company-owned assets like laptops or equipment assigned to employees.

**Freelancer HR** 08 Apr, 2025 - 07 Aug, 2025

### Freelancer

- Managed end-to-end recruitment processes including sourcing, screening, interviewing, and onboarding for clients.
- Coordinated with hiring managers to understand role requirements and deliver qualified candidates within timelines.
- Maintained candidate databases, handled offer negotiations, and ensured smooth documentation and compliance.
- Provided HR support services such as payroll coordination, employee engagement, and basic policy guidance.

**Asst. HR & Marketing Manager (Promoted)** 01 Jun, 2023 - 31 Mar, 2025

### Marketing and HR Trainee

**Megaconnect Technologies Pvt Ltd**

- Developed and executed marketing strategies to enhance brand visibility and lead generation.
- Identified and pursued new business opportunities to drive revenue growth and expand client base.
- Built strong client relationships through regular communication and service follow-ups.
- Managed end-to-end recruitment process including sourcing, screening, and onboarding candidates.
- Coordinated employee engagement activities and supported HR operational functions.
- Conducted market research and competitor analysis to support strategic planning and decision-making.

**Sales Executive**

**23 October, 2020 – 10 July, 2021**

**Siyaram's Shop**

- Assisted customers in selecting fabrics and garments, providing excellent product knowledge and personalized recommendations.
- Achieved monthly sales targets through effective upselling and cross-selling techniques.
- Managed visual merchandising and ensured the store layout was attractive and organized.
- Handled billing, stock inventory, and customer queries to ensure smooth store operations.

**Sales Executive**

**01 Apr, 2018 – 20 March, 2020**

**Indian Clothing League Pvt Ltd**

- Managed in-store customer interactions, promoting kidswear collections and assisting in product selection.
- Achieved monthly sales targets through effective upselling and cross-selling strategies.
- Maintained visual merchandising standards and ensured attractive product displays.
- Handled stock updates, and provided excellent post-sales support.

**Sales Executive**

**21 Sep, 2017 – 31 March, 2018**

**V Mart Retail Limited**

- Assisted customers with product selection and provided excellent in-store service to enhance shopping experience.
- Achieved monthly sales targets through effective upselling and cross-selling techniques.
- Maintained stock levels, organized merchandise displays, and ensured visual merchandising standards.
- Handled operations and supported inventory checks to ensure accurate stock management.

**Sales Executive**

**19 Feb, 2016 – 23 June, 2017**

**Bazaar Kolkata**

- Assisted customers in selecting products, ensuring high customer satisfaction and repeat business.
- Maintained merchandise displays and ensured stock availability on the sales floor.
- Achieved monthly sales targets through effective product recommendations and upselling.
- Handled returns, and exchanges while maintaining accurate inventory records.

**Business Development Executive**

**07 Nov, 2014 – 25 Jan, 2016**

**Maa Ambey Tour and Travel**

- Developed and maintained client relationships to promote travel and tourism services.
- Handled railway and flight ticket bookings, ensuring accuracy and timely confirmations.
- Identified new business opportunities and generated leads through various channels.

- Assisted customers with customized travel packages and resolved queries efficiently.

## ADDITIONAL EXPERIENCE

### Jewellery Shop Manager (Family Business)

#### New Neha Jewellers

- Managed day-to-day operations of the jewellery shop, including opening, closing, and customer handling.
- Assisted customers in selecting gold and jewellery items while ensuring excellent customer service.
- Handled billing, cash transactions, and basic accounting records.
- Maintained inventory, stock registers, and coordination with suppliers
- Ensured proper display, cleanliness, and security of jewellery items.
- Supported business growth through customer relationship management and repeat sales

## SKILLS

### HR & IR

- Recruitment & Talent Acquisition
- Employee Relations
- HR Compliance & Labor Laws
- Performance Management
- Training & Development
- HRIS & Data Management

### Administration

- Corporate Communication
- Strategic Thinking
- Analytical Skills
- Time Management
- Analytical Skills
- Adaptability
- Team Collaboration
- Canva

### Marketing & Sales

- Market Research & Analysis
- Brand Management
- Campaign Management
- CRM & Lead Nurturing
- Content Creation
- Business development & Sales

## LANGUAGE

### English

Read - Write - Speak

### Hindi

Read - Write - Speak

## **CERTIFICATION**

### **Prevention Of Sexual Harassment (POSH)**

Issue by NSDC

## **ACHIEVEMENTS**

**Employee Relations Excellence Award.**

**Innovative HR Practices Award.**

**Employee Of The Month.**

**Marketing Excellence Award.**

**Marketing Strategist of the Award.**