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Career Objective: A passionate and enthusiastic PGDM student specializing in Marketing from MKES-IMSR, with a strong interest in core marketing, branding, PR Communication, FMCG, retail, fashion & lifestyle, and fitness & sports industries. Leveraging hands-on experience at Reliance Brands Limited (Hamleys outlet), where I gained valuable insights into the retail industry through customer interactions. I wish to explore diverse sectors and contribute to the profitability of business. Eager to connect with professionals to learn, grow, and derive meaningful results while adding value to the organization.

Education:

**Post Graduate Diploma in Management (2024-26 Batch) - Pursuing
Specialisation in Marketing
AICTE Approved 2 Year Full Time programme**

**Bachelor of Management Studies - CGPA: 7.95
KES Shroff College, Mumbai passed in May 2024**

- **Relevant Coursework:** Project management, Branding, Sales and Distribution Management, Integrated Marketing Communications and Retail Management

**Higher Secondary Education (12th) - Percentage: 81%
Mount Carmel Junior College, Vasai - Passed: July 2021**

**Secondary School Education (10th) - Percentage: 60%
St. Francis High School, Vasai - Passed: May 2019**

Skills:

- **Technical Skills:** Microsoft Office Suite, Market Research, Visual Merchandising Techniques, Power Bi, Tableau, CRM
- **Soft skill:** Project Management, Strategic Planning, Leadership, Team Collaboration, Product Management
- **Communication Skills:** Business Writing, Public Speaking, Negotiation, Rejection handling while interacting with customers and winning them.
- **Languages:** English, Hindi, Gujarati

Summer Internship Project:

HT Media Ltd (Hindustan Times)

Duration: 5th June 2025 to 5th August 2025

Profile: Sales Circulation Intern

- Collaborating with various educational schools for providing Subscription based newspaper education. Visiting and liaising with School Trustees, Principals and Head of Departments for the Presentation on the features of Educational edition Hindustan Times newspaper reading.
- Keeping tracker of the appointment and the Presentation and follow ups
- Meeting actual audience (students) for making it believe to have the newspaper to increase the knowledge and current country / market scenario.
- Helping the management bridge the gap of demand and supply
- Keeping the management informed about the daily presentation, sign up / tie up and collections.
- Informing the Production Team and Delivery Team about the new tie up and scheduling the subscriptions student-wise.
- Submitting funds received to the Finance and accounts department.
- Getting more leads from the existing clients and renewing their membership and doing collections.
- Making the production, delivery and planning more smooth and synchronized making room for more flexibility and smooth transition.
- Taking feedback from students and teachers by visiting the schools and institutions and making improvements in the next editions by getting the same done from the Editor Incharge.
- Publishing and covering the events and Felicitation of various schools making a direct impact and increasing the awareness of the school in the vicinity of the area.

Internship Project

Reliance Brand Limited (Hamleys, Capital Mall Outlet)

15 march 2022 to 19 October 2022

Retail Consultant

- Delivered exceptional customer service by identifying customer needs and providing personalized product recommendations, enhancing the overall shopping experience.
- Achieved sales targets through effective upselling, cross-selling, and product knowledge, driving revenue growth for the store.
- Maintained comprehensive knowledge of the product portfolio, ensuring accurate and informed recommendations to customers.
- Managed end-to-end point-of-sale (POS) transactions, including processing purchases, returns, and exchanges, ensuring accuracy and efficiency.
- Assisted in inventory control and managing stock replenishment, ensuring the availability of high-demand products and maintaining store standards.
- Contributed to visual merchandising by strategically displaying products, aligning with brand aesthetics to attract customers.
- Ensured a clean, organized, and customer-friendly environment, in line with Hamleys' Brand guidelines and operational standards.
- Built lasting relationships with customers by addressing inquiries, resolving issues, and delivering a superior level of customer satisfaction.
- Collaborated effectively with team members to optimize store operations, streamline processes, and improve customer engagement.

Achievements:

- Awarded **Store Star of the Month** for September at Reliance Brands Limited (Hamleys) for outstanding Sales Performance and Customer Service..
- Successfully visited **88 schools** and created partnerships for the **HT School Edition** subscription program.
- Delivered **35+ classroom awareness sessions**, engaging with over **2,000+ students** to promote newspaper reading as a learning tool.

Extracurricular Activities:

Core Member, Nexus Conclave (PGPMEM Batch) | KES Shroff College

- Played a key role in organizing and managing successful events for the PGPMEM batch.
- Ensured the safety and coordination of industry speakers, facilitating smooth interactions and sessions.
- Contributed to event logistics, speaker coordination, and overall event execution.

Volunteer Experience

Summer Camp Counselor | Decathlon, Vasai

Duration: [17/05/2024-2/06/2024]

- Assisted in organizing and managing Decathlon's summer camp for kids, ensuring a safe and engaging environment.
- Provided training and development in sports such as archery, turn ball, and roller skating, fostering skills and enthusiasm among participants.
- Led group activities and provided one-on-one assistance to help children improve their sports techniques and abilities.
- Developed and executed lesson plans tailored to age and skill level, enhancing learning experiences.
- Encouraged teamwork, sportsmanship, and physical fitness through interactive games and challenges.
- Ensured proper equipment usage and safety protocols, creating a positive and secure camp environment.

Hobbies:

- Travelling and exploring new areas and understanding the culture and geography of the place. Geeting the new insights of the market basis the cultural and heritage of the place.
- Meeting new peoples and making friends and having a conversation and generating interest in the subject / topics.

Certification:

- **Brand Management** from institute for industrial development incubation under PPP mode with MSME, govt. of India
- **Sustainability and Innovation** from RIT (Rochester Institute of Technology, Dubai)
- **Google Ads Search Certification** from Google ads manager
- **Retail Management** from KES Shroff College
- **Project Management** from KES Shroff College