



Shubh Jayesh Rawal



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Career Objective: A passionate and results-driven PGDM Marketing student seeking a challenging role in a dynamic organization where I can apply my marketing knowledge, communication skills, and creativity to contribute to business growth while continuously learning and developing professionally.

Education:

Post Graduate Diploma in Management (2024-26 Batch) Pursuing

MKES Institute of Management Studies & Research, Mumbai

Specialization: Marketing.

AICTE Approved: 2-year Full Time programme

Relevant Coursework: International Marketing, Product Management and Innovation, Pricing Strategies, Integrated Marketing Communication, Service Marketing

Bachelor in Business Management Studies (BMS: E-commerce) - Grade: A+

MKES Khandwala College, Mumbai (March 2023)

- **Relevant Coursework:** E-commerce industry data frame work, Inventory data analysis etc.

Higher Secondary Education (12th) - Percentage: 69.85 %

MKES Khandwala Junior College, Mumbai (February 2020)

Secondary School Education (10th) - Percentage: 81.20%

Scholar's English School, Mumbai (March 2018)

Skills: Technical Skills:

- MS Office
- Email Communication & etiquette
- Internet Research Skill
- Basic Understanding of SEO and SEM
- Analytics skills for customer performance
- Power BI
- Tableau

Soft Skills:

- Storytelling Ability
- Communication Skills
- Cultural Sensitivity:
- Analytical Thinking

Languages: English, Hindi, Gujarati

Internship Project:

1.HDFC Mutual Fund's (Asset Management Company)

Duration: 21st May 2025-21st July 2025

- Represented HDFC Mutual Fund while regularly visiting partner channels including banks, distributors, and individual agents to strengthen relationships and support business growth.
- Promoted mutual fund products, participated in awareness campaigns, and contributed to the launch of HDFC Innovation Fund (NFO) by identifying potential clients by analyzing and discussing modern investment opportunities.

2. McAfee

Duration: 9th August 2021 - 31st October 2021

- Managed inventory and coordinated inbound/outbound warehouse operations with a focus on timely delivery and accuracy, ensuring smooth cycle counts by collaborating closely with the marketing team to meet customer expectations.
- Assisted managers in vendor meetings to streamline supply chain processes, aiming to improve service levels and enhance overall customer satisfaction through better operational efficiency.

Work Experience:

1.Team Global Logistics Pvt.Ltd.

Position Trainee- Customer Service (Procurement Department) Duration: 9 months

- Analyzed customer data to determine export contract rates by evaluating performance metrics and traffic costs; achieved a 97% performance alignment with company benchmarks, enhancing client satisfaction and service reliability.
- Actively participated in client meetings with the Head of Department (HOD), offering data-backed suggestions that improved customer engagement and strengthened long-term relationships.
- Prepared and submitted FMC (Federal Maritime Commission) documentation with a 99% accuracy rate, ensuring full compliance and timely approvals from senior management, contributing to seamless client onboarding and retention.

2.DTDC Express Ltd.

Position: Hub Branch Operation Executive

Duration: 3 months

- Acted as a key bridge between franchisees and the company, analyzing performance based on business volume, customer retention, and service quality to identify areas of improvement.
- Delivered data-driven insights to management and recommended new product offerings aligned with franchisee performance trends and customer needs, contributing to improved customer satisfaction and franchise growth

Academic Projects:

1. ShaiShav Trust (S.H.A.R.E)

December, 2024

- Conducted data-driven analysis on child rights initiatives, leveraging both quantitative and qualitative insights to identify key focus areas for impactful campaigns.
- Presented actionable findings at the BALSENA annual program, effectively communicating strategies to high-ranking Gujarat state officials to enhance program outreach and engagement.

Key responsibilities:

- Streamlined data management by converting manual records into Excel, performing detailed analysis based on demographics like age, gender, and location.
- Developed and delivered a compelling presentation, showcasing key insights to drive targeted marketing and outreach strategies.

Outcome:

- Conducted a comprehensive analysis to identify key issues related to child safety, highlighting focus areas for improvement.
- Gained hands-on experience by visiting villages and engaging with children during the survey, developing strong interpersonal and research skills.

Achievements:

- First Place in PowerPoint Presentation, Nagindas Khandwala College
- Awarded Event Manager of the Year 2023, National Institute of Event Management
- Completed Level 1 Certification in Language Development & Personal Skills.
- Winner Management Premier League 2025

Certification

- NISM 5A
- Certification of Generative AI Studio - Google Skillup
- Certified in Google Digital Marketing - Google
- Certification of Content Marketing HubSpot
- Forage Financial Markets Sales Job Simulation Standard Chartered
- Certification of Smart Sustainability & Innovation , RIT Dubai

Extracurricular Activities:

- Department Chairperson at Nagindas Khandwala College

Personal Goals:

- To secure a challenging position in a reputable organization where I can learn, grow, and utilize my skills to contribute to the company's success.

Hobbies:

- Dancing
- Travelling