

Sandeep Rawat

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Profile

Digital/Web Graphics / Creative Media, Visual presentation Specialist and Social Media Strategist having more than 14 years of experience in domain of Creative media, Marketing Communication, Social Media and Branding.

Work Experience

09/2019 – present
Gurgaon, India

Associate Manager: CXO Office – Branding, Marketing Communication and Online Product Development Oyo Hotels and Homes Pvt Limited

Technical profile

- Creative Product
- design and Marketing concepts for web and mobile platform, Business
- Communication & Media designs, Marketing Media Strategy, Promotional
- Concept designing, PowerPoint Presentation, UI designing.
- Online Product Development: Research and Mock-ups

Functional Profile

- Making Online Creative Media roadmap for Revenue CXO office
- Social Media Strategy and Implementation (FB, LinkedIn, YouTube etc.) and Other Paid channels
- Marketing Communication – Creative Strategy and Implementation (Including Vendor Management)
- Product Design mock-ups and benchmarking with UI user flow mapping

07/2018 – 09/2019
New Delhi, India

Chief Brand Consultant Langma Foreign Language Co. Private Limited

Technical profile

- Creative Learning concepts for web and mobile platform, Business Communication & Media designs, Marketing Media Strategy, Promotional Concept designing, PowerPoint Presentation, UI designing.
- Online Learning Product Development
- Online Training delivery Studio Setup

Functional Profile

- Responsible for making the Online Creative Media
- Social Media Strategy and Implementation (FB, LinkedIn, YouTube etc.) and Other Paid channels
- Marketing Communication – Creative Strategy and Implementation (Including Vendor Management)



Work Experience

04/2016 – 06/2018
Noida, India

Creative Manager – Learning and Online Product Development **RICS India Private Limited**

Technical profile

- Creative Learning concepts for web and mobile platform, Business Communication & Media designs, Marketing Media Strategy, Promotional Concept designing, PowerPoint Presentation, UI designing.
- Online Learning Product Development

Functional Profile

- Responsible for making the Online Creative Media setup of RICS India
- Social Media Strategy and Implementation (FB, LinkedIn, YouTube etc.) and Other Paid channels
- Marketing Communication – Creative Strategy and Implementation (Including Vendor Management)
- Training of the team to up-skills them for trending tools and concepts.

04/2014 – 03/2016
Gurgaon, India

Lead Creative Strategist **HT Media – Online learning (Bridge School of Management)**

Technical profile

- Creative Learning concepts for web and mobile platform, Business Communication & Media designs, Marketing Media Strategy, Promotional Concept designing, PowerPoint Presentation, UI designing.

Functional Profile

- Responsible for making the Online Creative Media setup of BRIDGE – The online Education division of HT Media Ltd.
- Social Media Strategy and Implementation (FB, LinkedIn, YouTube etc.) and Other Paid channels
- Marketing Communication – Creative Strategy and Implementation (Including Vendor Management)
- Training of the team to up-skills them for trending tools and concepts.

07/2011 – 03/2014
Gurgaon, India

Creative Media Specialist **The Boston Consulting Group India Pvt. Limited**

Technical profile

- Business Communication & Media designs, Promotional Concept designing, PowerPoint Presentation, Marketing and Visual Communication, UI designing, Promo and Ad Banners, Promotional designing etc.

Functional Profile

- Workflow allocation, Interacting with clients, Concept development and implementation, training requirements and implementation, Train the internal clients etc.
- Creative Strategy and Implementation: Marketing Communication and Business communication Campaign.

04/2010 – 06/2011
Gurgaon, India

Graphic Analyst **KPMG India Pvt. Limited**

Work Experience

Technical profile

- Business Communication & Media designs, Promotional Concept designing, PowerPoint Presentation, UI designing, Promotional designing, E-learning and Mobile ads etc.

Functional Profile

- Taking work brief and interacting with clients, Creative input sessions etc.

2001 – 2010
India

8 years of initial career experience in Digital/Web Graphics / Creative Media domain

Core Role and responsibilities

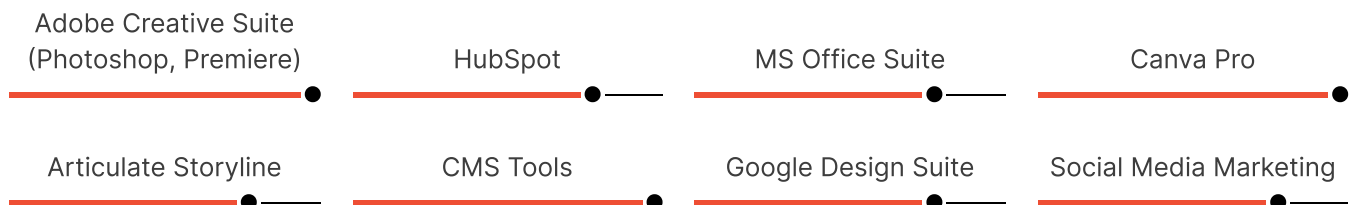
- Responsible for making the Online Creative Media setup for the mentioned Organization during career span.
- Social Media Strategy and Implementation (FB, LinkedIn, YouTube etc.) and other paid channels
- Marketing Communication –Creative Strategy and Implementation (Including Vendor Management)
- Business Communication & Media designs, Promotional Concept designing, PowerPoint Presentation, UI designing, Promotional designing, E-learning and Mobile ads etc.
- Workflow allocation, Interacting with clients, Concept development and implementation, training requirements and implementation
- Training of the team to up-skills them for trending tools and concepts.

Achievements

- Successfully complete the pilot Project focused to connect the vacant Himalayan villages to Urban travelers and Got certification by "IIT Bombay", "BSE Top 50 Social Impact Venture" and "IIM Kashipur".
- Got credential certificate for "Global BCG@50 Video Competition" on the eve of BCG's 50 year celebration
- Recipient of "BCG Dream Team Award – 2011"
- S.A.I. Scholarship award for Graduation from Sports Authority of India
- Bagged Silver medal In National Karate Championship at All India Rajeev Gandhi Sports Festival-New Delhi

Skills

- TOOLS AND TECHNICAL EXPERTISE



Certificates

2018	Social Project Bootcamp Certification in Social Impact Product Development IIT Bombay
2017	Google Certified Online Marketer (In association with ISB and NASSCOM) Google
2019	HubSpot Certified Social Media and Design Expert Hubspot
2015	Online Executive Certification in Android App UI Design Simplilearn
2010	Global Certification in Visual Services and Creative media skills KPMG Corporate Skill Leanings

Education

2014 – 2015 Gurgaon, India	Brand Communication and Digital Marketing PGPM (MBA) – Marketing Communication, Digital Marketing and Brand Management Bridge School of Management (A JV of HT Media and University of Phoenix)
1998 – 2001 Faridabad, India	Computers and Multimedia Bachelor in Computer Applications DAV College, Faridabad

Strengths / Core competencies

Creative Communication Strategy	Social Media strategy	Marketing communication	
Web and mobile Graphics	Product Design: Research and Development	Content Management	
Project Management	Brand Communication	Digital Marketing	Visual Communication
Team Management	UI / UX Product Design	Product / Brand launches	Creative / Art Direction
Event Management			