

# G VISHAL RAO



## Contact

**Address:** 25, Road No. 2, Panchwati Nagar, Sonari, Jamshedpur, Jharkhand-831011

**Phone:** 7992211464

**Email:** gvishalrao63@gmail.com

**LinkedIn:** <https://www.linkedin.com/in/g-vishal-rao-316b3a16b>

## Date of Birth

23<sup>rd</sup> July 1995

## Languages

- English
- Hindi
- Telugu

## Hobbies

- Reading
- Sketching
- Listening music
- Traveling

## Skill Highlights

- Advance Excel
- Sales Technique
- Analytical skill

## Career Objective

To serve an organisation through my hard work and develop skill sets to grow professionally

## Work Experience

**Organization:** COURSE5 Intelligence

**Duration:** 15<sup>th</sup> November 2021 to Present

**Designation:** Social Media Analyst

**Key responsibilities:**

- To do secondary research to get relevant keywords for the query
- Build query using logical boolean for the project
- Eliminate junk from the data before the analysis
- Analyze quantitative and qualitative data from social media using various tools
- Know social media sensing tools such as Brandwatch, Talkwalker, Synthesio, Netbase, Meltwater, etc
- Provided services to multiple organizations, including Intel, Colgate, Airtel, Amazon, and others

**Organization:** Bebbco Toyota, Jamshedpur

**Duration:** 1 year (5<sup>th</sup> February 2018 to 20<sup>th</sup> February 2019)

**Designation:** Sales Consultant

**Key responsibilities:**

- Converting showroom visitor into customer by understanding their needs and Interests
- Building a rapport with potential customers
- Generate leads in Jamshedpur city

## Projects Undertaken

**Company:** Unschool

**Project Title:** "Unschool Community Influencer"

**Duration:** 29th December 2020 to 15th February 2021

**Description of the Project:**

- Market research to identify the target market for the products
- Promotion of Unschool products through various marketing channels
- Market expansion and market penetration
- Generated and converted leads through social media

## Summer Internship Project:

**Company:** Future Generali India Insurance Company Limited, Vashi, Mumbai

**Project Title:** “Promotional Campaign of Insurance Products of Future Generali”

**Duration:** 16<sup>th</sup> February 2021 to 21<sup>st</sup> May 2021

**Description:**

- Designed print ads for various insurance products like retirement and education plans.
- Designed various promotional campaigns for promoting the “Child Education Plan.”
- Generated leads through different media

## Education -

Course with Specialization	Institute/College	University/ Board	Year
PGPM (Marketing + Finance)	ICFAI Business School, Pune	ICFAI Business School	2022
BBA	XITE College, Jamshedpur	Kolhan University	2018
XII	Mrs. KMPM Inter College, Jamshedpur	Jharkhand Academic Council	2015
X	Vidya Jyoti School, Jamshedpur	CBSE	2012

## Certifications/ Achievements

- Certified in “The Fundamentals of Digital Marketing” from Google Digital Garage
- Certified in “Google Analytics” from Course5 University
- Certified in “MS excel - Advance” from Course5 University
- Completed “Brandwatch foundation certification” from Brandwatch