

Rahul Bhootra

With an analytical eye to derive data-driven insights, and a creative eye to understand brand aesthetics and appeal, I thrive in striking the emotional chord between the product and the customer.

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📍 Calcutta, India

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WORK EXPERIENCE

Export Marketing Executive Unique Organics Ltd.

06/2019 – 09/2019

Jaipur, INDIA

A leading Exporter of Animal Feed Ingredients and Indian Spices

Responsibilities

- Spearheaded all marketing communications for the Exports division
- Conducted thorough market research & data analysis - identifying the most convertible prospective importers across the globe
- Generated new prospects who showed interest in the company's products, through email, phone and social media
- Handled correspondence with existing clients, from inquiry for a product to zeroing in on an agreement - negotiated on pricing, payment and contract terms
- Managed and updated company's LinkedIn and Facebook handles

Content Writer

LexiConn Content Services Pvt. Ltd.

01/2017 – 12/2017

Calcutta, INDIA

Content Marketing agency, providing Content services across industries

Responsibilities

- Catered to the Content needs (500/600/800-word blogs, articles & emailers) of high-priority BFSI clients - Bajaj Finserv, Max Life Insurance, Exide Life Insurance, ICICI Lombard, Sharekhan
- Developed thought leadership articles for Technology clients - Siemens, LexisNexis
- Developed Product Descriptions and Consumer Buying Guides for eCommerce client - Croma.com
- Wrote 300-word blogs for Health & Wellness client - Wellogo
- Wrote 500-word inspirational stories for UNICEF-initiated nationwide project on encouraging toilet use - Team Swachh

Content Writer

Jupiter Infomedia Ltd.

12/2015 – 12/2016

Calcutta, INDIA

Media & Publishing company, owning and operating an online business directory (JimTrade.com) and an online encyclopedia (Indianetzone.com)

Responsibilities

- Developed original content for Indianetzone.com, across topics spanning Indian Arts & Culture, Entertainment, Sports, Travel, Society and Health
- Managed Arts & Culture and Entertainment sections: Researched and developed SEO-based articles - indexed topics and sub-topics to streamline navigation - wrote weekly newsletters to readers
- Solely represented the company at two international trade fairs, wherein garnered over 300 new leads for listing on JimTrade.com

EDUCATION

Bachelor of Commerce - Accounting & Finance The Bhawanipur Education Society College

07/2011 – 08/2014

Calcutta, INDIA

ICSE and ISC Commerce

Don Bosco High & Technical School

04/1998 – 03/2011

Howrah, WB, INDIA

SKILLS

Content Marketing



Copywriting



Social Media Marketing



Email Marketing



Search Engine Optimization



Pay Per Click



Brand Messaging/Storytelling



Google Analytics



MS Excel



Emotional Intelligence



CERTIFICATES

Content Marketing (12/2018 – 11/2020)

Content Marketing certification by HubSpot Academy

LANGUAGES

English



Hindi



Bengali



INTERESTS

Entertainment Marketing

Brand Management

Consumer Goods Marketing