

JITESH BHATIA

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Education

MBA (*Marketing & Finance*) (2018-2020)
Faculty of Management Studies, University of Rajasthan, Jaipur
RA Podar Institute of Management

Brand Management (2019)
London Business School (University of London)

B.B.I (2014-2017)
B.com in Banking and Insurance
Mumbai University
Percentage 60%

HIGH SCHOOL
Class 12th (MAY 2013)
Seedling, Jawahar Nagar, Jaipur (CBSE)
Percentage 70.5% (Commerce)
Class 10th
Seedling, Jawahar Nagar, Jaipur (CBSE)
Percentage 68%

Experience

Founded Mark42 Ventures **Digital Branding & Event Management (2019)**

Entered into an Entrepreneurial venture in the name of Mark42 Ventures. The primary focus is Social Media Marketing & Event Management, wherein I am having hands-on experience in applying all the concepts that I have learnt in theory during recent years. In four months of our inception, we are now a team of 7 people clocking a quarterly sales figure of 5 lacs. Mark42 is already on auto-pilot mode, with more than 90 percent of its operations being completely digital with clearly defined SOPs.

Key achievements:

- a. Managed strategic marketing communication and PR strategy for a Co-Working space and achieved a result of 55% occupancy for the client in 6 weeks

- b. Curated Rajasthan's first self-composed Ghazal and Musical poetry night and managed finances to a tune of 180% ROI competing the traditional market
- c. Designed a digital campaign for one of the clients (artist) and increased their campaign efficiency by nearly 4 times, quantitatively measured in numbers through analytics
- d. Consulted two F&B outlets in successfully planning new product/service launch to bring down product development cost and increase market reach by using guerilla marketing and organic shared media
- e. Successfully pitched and secured a funding offer from a leading corporate personality
- f. Hosted Jaipur's first Entrepreneurship bootcamp ever and expanded operational verticals to educational events – focusing on niche and creating a new market, keeping costs minimum.

TEMPLE Education PR & Events (2019)

- a. Joined as head of PR and Communications for this educational venture dealing in learning & development programs.
- b. Worked out on restructuring and placement as well as positioning of their products with respect to the changing market trends

Internships

Apex Sales Corporation

Business Development, Promotions & Event
2017 – 2018

- Conducted advanced market and competitive analyses, highlighting opportunities and trends
- New market territories identified
- Part of R&D team in pre and post analysis of a plant project.

Laugh out Ventures

Digital Marketing Associate
2015

- Successfully organized events for brand awareness & sales
- Steps taken to improve the profitability of operations
- Major promotional activities undertaken

Responsibilities & Positions Held

Student Placement Coordinator
Faculty of Management Studies, University of Rajasthan
2018 – Present

Class Representative
MBA
2018

Technical Head
Entourage (College Fest)
2014-17

Extra-Curricular Activities

Photography Co-Coordinator
Cosmos
2018

Mumbai Marathon
Volunteer
2016

Organizer
Finance Workshops

Member
College Cultural Committee

Secretary
Entrepreneurship & Incubation Cell
FMS, University of Rajasthan

Additional Skills

MS Office Suit
Full Working Proficiency

Google Analytics
Zoho Suit

Analytics
Digital Marketing Trend and Analysis

References

Dr. Bhavya Soni
Assistant Professor
Proctor & Head
Industry Interaction, RA Podar Institute of Management
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Mr. Harmanpreet Singh
Entrepreneur / Ex - Product Manager
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