

RISHABH PATHAK

CONTACT

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VOCATION

- **Educator and Trainer**
Sales and Marketing Professional
Google Certified Digital Marketing & E-commerce professional.

OBJECTIVE

Multifaceted, efficient and reliable marketing and administrative professional with 15+ years of experience in supporting executive, sales personal, manager and customers to improve internal operations of Business and corporations. My hands on working experience with social media, digital marketing, content development and traditional marketing will be an asset to the organization.

EXPERIENCE

*1st Nov 2010 - 31st
July 2013*

- **Technical assistant**
N Tech Group
Responsibility included managing sites regarding disbursement of employees duties, overlooking diesel filling at mobile towers, maintaining logs of driver miles, attendance, fuel volume etc

*1st August 2013 -
31st July 2015*

- **HOD Electronics department**
Mahatma Gandhi Engineering College
Overlooking course coverage for students of Electronics branch of all four years, maintaining functional Laboratories, managing department faculties, training final year students for interviews and placements, conducting internal and external University exams.

*1st August 2015 -
30th May 2016*

- **Head proctor and associate professor**
Compucom Institute of Technology and Management
Discipline incharge of Engineering Management and BCA/MCA College. Working as an associate professor under department of Electronics. Assisting training and placement officer.

*1st June 2016 - 10th
July 2019*

- **Manager**
Vilakshan Druggist
Product purchase, store management and sales generation for three pharmacy retail

stores and one pharmacy wholesale store of Vilakshan Druggist

11th July 2019 - 28th
March 2022

- **Marketing manager**

Anayara Tech

Responsibilities here included approaching new clients and bringing in new business, maintaining good relation with older clients and providing pleasant after sales experience

3rd April 2022 -
Present date

- **Franchise operations manager**

Tumble Dry Solutions

I am managing four different franchise stores of tumble dry laundry and dryclean solutions. I am over all responsible for these stores managing store operations, purchase, employee management, marketing campaigns, customer relations, digital marketing and maintaining overall aesthetics of the facility.

EDUCATION

2010

- **B.E Electronic & Communication**

Rajasthan University

First class 68.6%

2022

- **MBA Sales & Marketing**

Jaipur National University

First class 72% overall

2025

- **Google certified Digital Marketing & E-Commerce Professional**

Google Programs for Professionals

First class 92%

- **Meta certified Social Media Marketing expert**

Meta Professionals

Pursuing

SKILLS

Written and verbal
communication.



Goal setting and forecasting.



People and task Organization.



Attention to details.



Acquiring Product knowledge.



Understanding Client's
Challenges.



Developing Client Persona.



SEO (search engine optimization)



Social Media Marketing.



Traditional Marketing.



CRM softwares (MARG, QUICK DRYCLEAN)



Photo Editing (CANVA)



Video Editing (FILMORA GO)



Animation (ANIMIZ, DOODLE)



Training and development.



Marketing Funnel Planning and contribution.



PROJECTS

- **Content writing for websites**

I am writing articles for many websites. I have written on wide range of topics including animal husbandry, primary and professional education, traditional business, automobile, E-Commerce, SEO and more. With help of recommended SEO practices many of my articles have ranked on Google.

- **Career Guidance workshops for final year students**

During my tenure at Mahatma Gandhi Engineering college I have organized workshops for students to help them prepare for different aspects of job seeking. This included inviting industry experts for guidance in job seeking for students.

- **Training teams of 3 colleges to participate in Media fest.**

During my tenure in Compucom Institute of Technology and Management trained participants for competitions like Reporting, creative photography, creative writing for VIVIDHA 2016, a media fest organized by IIS university.

- **Spoken English Workshops**

During my tenure at Compucom Institute of technology and management organized beginner level spoken English Workshops for final year students who were not comfortable with general English for interaction.

- **Sales Exhibition**

During my tenure at Vilakshan Druggist we organized product exhibition in every 6 months to help organization gather wider customer base and move near expiry stock fast.

- **Laundrex India Expo 2023 and 2024**

On behalf of Green Wash and Consultancy I am attending this National expo every year to stay updated on latest trends, development and machinery for running a successful laundry business.

- **Awareness drive for Organic cleaning products.**

With my team at Tumble Dry franchise we organize this event at every franchise store. This includes pamphlet distribution, approaching new clients and making them aware of benefits of Organic cleaning products and converting them into repeating customers.

- **Running Instagram campaigns for clients**

Ran Instagram campaign to target call back from potential clients for a beauty Influencer with Instagram account as MAKEUP ARTIST SANJANA. Designed and marketed 48 posts in a span of 12 weeks resulting in 500+ call back.

Ran Instagram campaign to target reach for Astrologer speciality account. With 48 posts in 12 weeks, campaign resulted in 16,000+ new account reach.

- **Designing on CANVA**

130+ projects delivered to several clients in picture GIF and short video format

- **Video Editing**

Proficient in video Editing and animation softwares like FILMORA GO, YT create, ANIMIZ, DOODLE. Worked on 200+ projects in short and long video formats

- **Hobbies**

1. Travelling - I love to ride motorcycles so I travel a lot riding. I like to visit places of cultural and heritage importance. It's an on going process of learning things and meeting new people.

2. Art - I love to express my creative side by pencil sketches, making abstract art and sculptures using wood, cement, resin and moulding clay.

3. Music - music is a major stress buster for me, I like to listen and sing alike.

REFERENCE

- **Mr. P. L. Chaudhary - N Tech Group**

Director
+91 80033 33331

- **Mr. Satveer Singh - Mahatma Gandhi Engineering College**

HOD Computer Science
+91 94147 90101

- **Mr. Bharat Bhushan Pareek - Computer Institute of Technology and Management**

Lab Assistant Physics
+91 95291 06669

- **Mr T. S. Sharma - Green wash & consultancy Jaipur Franchise partner For TumbleDry**

Director
+91 9413390593

- **Mr Sourabh Kumar Singh - Souetel Herbals**

Director
+91 97823 11444

