

ROLL NUMBER: P25703005**Mr. Ayush Rath**
Male**DOB**

28-Dec-2001

TECHNICAL SKILLS

- MS Excel
- MS PowerPoint
- Canva
- Shopify
- Meta Ads Manager
- MS Project

PERMANENT ADDRESS

D2-202, NISARG NIRMITI
HOUSING SOCIETY, PIMPLE
SAUDAGAR
City: Pune
State: Maharashtra
Pincode: 411027

LANGUAGE

- English
- Hindi & Odia

SUMMARY OF QUALIFICATION

Course / Programme	Board / University Name	CGPA/ (%)	Passing Year
MBA-NBS	NICMAR University, Pune	7.63	2027
Graduation	MIT ADT UNIVERSITY	70.27	2023-May
Intermediate	CBSE DELHI	67.2	2019-Jul
High School	CBSE DELHI	85.5	2017-Jun

TOTAL WORK EXPERIENCE: 25 month(s)**Spades Entertainment**

01-Jun-2023 - 30-Jun-2025

2 Years, 0 Months, 29 Days**PROFILE:** Executive Marketing & Business Development

- Planned and executed marketing campaigns for events, productions, and brand collaborations.
- Managed social media, influencer tie-ups, and digital promotions to boost engagement.
- Identified and secured new business opportunities, partnerships, and sponsorships.
- Conducted market research to track trends and competitor activities.
- Coordinated with internal teams for event execution and client satisfaction.

INTERNSHIP / PROFESSIONAL TRAINING (Total Duration: 8 Weeks)**The Backbenchers Digital LLP**

06-May-2026 - 05-Jul-2026

8 Weeks**PROFILE:** Marketing Intern

- Managed social media accounts for clients including Nilons, Dr. Munchies, Prachay Group, Agrawals 420, Priya Gold, BePurely You, and Bake N Shake.
- Planned and executed digital marketing campaigns to enhance brand visibility and audience engagement.
- Conducted market research and competitor analysis to identify trends and support marketing strategies.
- Developed content calendars and content strategies aligned with brand objectives.
- Wrote creative scripts and concepts for Instagram Reels and other social media content.
- Acted in, directed, and assisted during brand shoots to ensure high-quality content production.
- Coordinated with designers and editors to deliver engaging marketing creatives.
- Supported business development initiatives, client coordination, and cross functional campaign execution across multiple brands.

ACHIEVEMENT DETAIL

- Co-managed a D2C clothing brand for 2 years
- Executed influencer campaigns & brand collaborations
- Led client acquisition and partnership outreach
- Coordinated end-to-end marketing campaigns