

Kartikey Rai

Masters in Marketing Management

Product Management | Project Management | Digital Marketing - Pursuing Marketing Management at Grenoble Ecole De Management. Co-Founded a startup and worked on Project & Product Management, with strong foundation in emerging global business environment and understanding of international marketing, trade research, global supply chain, market entry strategies. Available from February 2020.



✉ kartikey.ra@grenoble-em.com

☎ +33-766136054

📍 Grenoble, France

🌐 [linkedin.com/in/kartikeyrai7](https://www.linkedin.com/in/kartikeyrai7)

WORK EXPERIENCE

Market Research Intern

Yole Developpement

08/2019 – Present

Lyon, France

Achievements/Tasks

- Analyzed the Supply Chain of Semiconductor Wafers & supported Project Managers during Research Design & Data Analysis.
- Conducted in depth Interviews to collect data to be used by Analysts for Report preparation.
- Updated CRM Database of Small Wafers Key Players by 10%.
- Executed Research Study that included industry trends/forecasting, Research & Market Analysis.

Marketing Associate

Tecmicra Solutions Pvt.Ltd

11/2017 – 08/2018

New Delhi, India

Achievements/Tasks

- Headed Project Acquisition role & Strategizing Business expansion for the company.
- Devised Short Term & Long Term Expansion Plan along with ensuring timely delivery of over 30 IT projects.
- Aligned customer digital marketing strategies to meet client goals and objectives.
- Guided a team of 5 people and boosted target sales by 15% in Q3.

Internship (Project Co-ordinator)

Defense Research and Development Organisation (DRDO)

05/2016 – 07/2016

New Delhi, India

Achievements/Tasks

- Undertook Project related to Android App Controlled Robot in an Interdepartmental Team.
- Developed a first prototype to be used during Emergency Situations.
- Completed project 2 weeks prior to deadline.

EDUCATION

MSc Marketing Management

Grenoble Ecole De Management

09/2018 – Present

Grenoble, France

Bachelors in Electronics Engineering

University of Delhi

07/2013 – 04/2017

New Delhi, India

SKILLS

MS Office

Project Management

Market Research

Google Analytics

Google AdWords

SEO/SEM

Event Planning & Execution

CRM

Competitive & Trend Analysis

Social Media & Email Marketing

CSR & SOCIAL AWARENESS

Rotaract Club (01/2016 – 07/2017)

- Led campaign for Polio Awareness among under privileged children.
- Chief Coordinator for Blood Donation Drive.
- Campaigned against malnutrition and deficiencies amongst slum kids.

ACHIEVEMENTS & CERTIFICATIONS

Fundamentals of Digital Marketing - Google

Google Analytics Certification- Google

Content Marketing Certification - Hubspot

Inbound Marketing Certification - Hubspot

Student Convener: Electronics Society - Electronique.

Secured 1st Position at Specs Clash - Smartphone Designing Competition.

College's Cricket Team' Captain - Secured 2nd position among 30 colleges at the Inter College Cricket Tournament.

LANGUAGES

English

Native or Bilingual Proficiency

Hindi

Native or Bilingual Proficiency

Nepali

Professional Working Proficiency

French

Elementary Proficiency

INTERESTS

Cricket

Football

Wild Life

Reading