

RAJDEEP ARORA

New Delhi, Delhi, India

Rajdeeparora04@gmail.com ○ 7428018647

About Me

Result driven professional with a proven track record in **optimizing** operations and enhancing team performance. Demonstrated **leadership** in driving efficiency and achieving significant sales growth through strategic **decision-making** and **effective collaboration**.

Skills

Time Management ○ Analytical Skills ○ Leadership and Team Management ○ Communication ○
Microsoft Office ○ SQL ○ Advanced MS - Excel ○ Canva ○ MySQL ○ Tableau ○ Power - BI ○
Excel Dashboard ○ Adobe Illustrator

Internships

Research Analyst at Mixo Ads AI

Apr 2025 - Jun 2025

📍 New York City

- Identified and analyzed potential companies to evaluate their suitability as targets for Mixo.
- Researched company profiles, business models, and market presence to support strategic decisions.
- Used Excel to organize research data, track company insights, and summarize findings.

Marketing and Business Development at The Leading Solutions

Apr 2021 - Jun 2021

📍 New Delhi, India

- Spearheaded life insurance sales in collaboration with Bank of Baroda, generating a lead worth ₹2 lakh.
- Engaged over 100 clients, amplifying sales and business development initiatives.
- Led a team of 10+ to execute strategic marketing plans.
- Orchestrated the preparation of business proposal presentations for client acquisition.

Education

Master in Business Administration (M.B.A), Amity University

Latest

2024 - 2026

Noida, India

PGD in Data Science & Data Analytics, Imarticus Learning

2023 - 2024

Connaught Place, New Delhi, India

B.B.A, SGTBIMIT, IP University

2019 - 2022

New Delhi, India

Senior School Certificate Examination, Guru Harkrishan Public School

2018 - 2019

India Gate, New Delhi, India

Secondary Examination, Guru Harkrishan Public School

2016 - 2017

India Gate, New Delhi, India

Projects

Promotional Strategy of Hindustan Times

Jan 2022 - Apr 2022

- ◆ - Spearheaded Hindustan Times' promotional strategy, amplifying audience engagement by 25% through targeted digital marketing.
- ◆ - Engineered data-driven campaign evaluations, elevating ROI by 30%.
- ◆ - Orchestrated social media initiatives, doubling brand visibility and significantly enhancing market presence.

Certifications

Graphic Designing

Dec 2021 - Feb 2022

Social Links

Linkedin

[www.linkedin.com/in/ rajdeep-arora-035541264](https://www.linkedin.com/in/rajdeep-arora-035541264)