

# RAJDEEP ARORA

New Delhi, Delhi, India

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## 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

④ 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

④ 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 Noida, India

2024 - 2026

Latest

### PGD in Data Science & Data Analytics, Imarticus Learning Connaught Place, New Delhi, India

2023 - 2024

### B.B.A, SGTBIMIT, IP University New Delhi, India

2019 - 2022

### Senior School Certificate Examination, Guru Harkrishan Public School India Gate, New Delhi, India

2018 - 2019

### Secondary Examination, Guru Harkrishan Public School India Gate, New Delhi, India

2016 - 2017

## 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

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Graphic Designing

Dec 2021 - Feb 2022

## Social Links

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Linkedin

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