

SUMMARY

I was born and raised in a historic city, which is known for its gates and found on a hilly upland terrain in the Deccan Traps. I studied **Business Management** and **Technology** at the School of Business Education, where my love for **books** and **curiosity** led me to explore these fields. However, I had to drop out from Savitribai Phule, Pune University in the last year of my master's in computer applications. I enjoy **coding** and have a particular interest in working with **raster** and **vector**. Time is valuable to me, and I cannot resist watching **sitcoms**. I am a voracious **reader**, and I love to **travel**.

I have over a decade of experience in the **BFSI**, **Education**, and **Media** sectors, having worked with Metro Global Solutions Center, TresVista Financial Services, eLitmus Evaluation Private Limited, and MindSpace Ventures Limited.

As **BNY Mellon** India's **Brand Custodian**, I developed **branding** initiatives for **internal** and **external communications**. My compelling campaigns improved engagement and recognition from our target audiences.

Few of project list:

WoW-Words of Wisdom, Leadership Bulletin, Being Series, Employer Branding and Awareness, Social Media Creatives, Townhall Presentations.

ACADEMIA

2014-2017

Dropout from Savitribai Phule, Pune University in last year of Masters in Computer Applications.

2009-2013

Graduated from School of Business Education in Business Management and Technology.

SKILLS & STRENGTHS



Social

Storyteller, Sincere, Trustworthy



Enabling

Curious, Attentive-listener, Optimistic



Entrepreneurial

Tech-Savvy, Willing to take risks



RAHUL SHOBHA GAUTAM

Open to work as **Creative Head / Team Lead / Brand Manager**
Brand Development Specialist / Employer Branding Lead
Internal / External Communication Specialist

macOS, Windows, Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Illustrator, InDesign, After Effects, DreamWeaver, HTML 5, CSS, Bootstrap.



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BNY MELLON

Brand Custodian | Visual Communication, Design

Since - March 2023

As a brand custodian, my primary responsibility is to ensure that the brand's representation remains consistent with each creative rollout. To maintain the brand's relevance and purpose, I conduct research and generate innovative ideas. It is essential to ensure that the brand's tone of voice remains consistent across all touchpoints and is aligned with strategic pillars. I create intricate designs that communicate effectively and elegantly across digital and asymmetric screens, electronic communication, and external media. Moreover, I actively participate in events and promotional activities while also overseeing the production of Townhall Presentations.

METRO

Global Solution Center

Media - Senior Consultant

April 2021 - March 2023



TresVista

Senior Design Specialist

June 2018 - April 2021



eLitmus

Senior Associate

July 2013 - December 2017

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experience, projects
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