



# Rocktim Kumar Manta

Marketing, Business Research, Digital Communications & Analytics

## CONTACT

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- Location: Guwahati, Assam

## EDUCATION

### IIM Udaipur

MBA (Marketing, 2018-20)

- Student Representative, MarClan, the marketing club
- Student Representative, CreArt, the art & creativity club
- Design Head, Utkrisht'19-20, the Sport's fest

### CMS, Dibrugarh University

BBA (Marketing, 2014-17)

- Student Co-ordinator, SanMilan, the management fest, 2014-15
- Placement Co-ordinator, BBA Batch, 2016-17

## TECH SKILLS

- Adobe Creative Suite (Photoshop, Illustrator & InDesign)
- DaVinci Resolve
- Social Media Analytics (LinkedIn, Facebook, X, Share Chat & YouTube)
- Canva & HubSpot
- AI Gen Tools (ChatGPT & Midjourney)
- Google Workspace Suite
- Microsoft Office Suite
- Advanced Excel & Google Sheet capabilities
- Python (Basics)

## OTHER SKILLS

- Stakeholder Management & Liasioning
- Influencer Management
- Public Relations
- Qualitative Analysis & Research
- Branding & Digital Communications
- Content Creation & Management
- Search Engine Optimization (SEO)

## PROFESSIONAL EXPERIENCE

### Analyst, Network (Digital Communications)

at Indian Political Action Committee (I-PAC) | Jan'23 - Nov'23

- Played a key individual contributor role in **three major election** campaigns in 2023: Meghalaya Assembly Election, West Bengal Panchayat Election, and Dhupguri Bypoll Election
- Planned, conceptualized, and executed micro and macro digital campaigns in coordination with on-ground internal and external stakeholders
- Curated content from the ground and streamline propagation of those packaged content by establishing a network base encompassing North Bengal, spanning across **5 districts**
- Managed and delegated content creation across 27 assembly-level and 5 district-level digital properties, collectively amassing a follower count of **783k+**
- Spearheaded content management and ideation for the digital platforms representing **8 MLAs, 1 Rajya Sabha MP, and 3 District Presidents**
- Managed content creation & propagation for digital properties of the political stakeholders with follower count standing at **384k+** on Facebook and **24k+** on Twitter
- Established and managed an on ground network spanning **60+ volunteers**, strategically organized across **5 districts**
- Cultivated an influencer network capable of reaching a potential audience of **1 million+** on a daily basis

**Skills :** Stakeholder Management, Public Relations, Influencer Management, Political Research, Political Liasioning, SEO, Content Creation, Advanced Google Sheet & Social Media Analytics

### Digital Marketing Executive

at Jeavio India Private Ltd. | May'21 - July'22

- Part of the 3 man marketing team responsible for **Internal & External Marketing** activities as well as **Business Research**
- Managed the digital properties of Jeavio across various social media channels which included Facebook, Twitter, YouTube & LinkedIn
- Conducted monthly preparation and analysis of social media reports to identify **key trends**, assess **social media performance**, and **analyze content performance**
- Part of team that increased average engagement rate from **2.8% to 10%**, & **follower count** increase of nearly **80%**
- Laid out the framework on comprehensive **branding & marketing handbook** for the training of internal employees
- Established **the in-house client research guidelines** to analyze and comprehend the business model & suitability of potential clients

## CERTIFICATIONS

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- Advanced Google Analytics
- Google Analytics for Beginners
- Google Ads Certification (Apps, Display, Shopping, Search and Video)
- Introduction to Digital Marketing Landscape
- Zohort Sales Developmental Fundamental in B2B SaaS

## EXTRA-CURRICULARS

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### Social Work

- Volunteer at MAD (Making a Difference) campaign in Dibrugarh University (2015-16)
- Conceptualized and coordinated the events of Charity Voyage, a charity initiative
- Conducted charity events for women empowerment, and flood victims in Dibrugarh

### Sports & E-Sports

- Have played for the college/department football team during both my BBA & MBA days
- Part of the CS 1.6 team for my department during BBA
- Briefly a part of Infinity Gaming, a CSGO team based in Guwahati, Assam

### Design & Marketing

- Conceptualized & designed the entire marketing portfolio for SanMilan, the management fest for 3 years (2014-17)
- Design Head for Utkrist'19, the sports fest of IIM Udaipur
- Planned and composed the event structure for the marketing competition 'MadAd' in Solaris' 18
- Designed and edited the national level annual marketing magazine of MarClan, the 'Zeitgeist' published in Solaris' 18

### Miscellaneous

- Member of moderating team of Chelsea India Supporter's Club, Guwahati (2017)
- Reached the state finale in Northeast Entrepreneurship Conclave in Jorhat (2014)

## LIVE PROJECT

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MakeMyTrip (Nov - Dec '18)

- A study of the travel patterns of tourists visiting Udaipur
- Identified potential reasons for the poor performance of the Hotel Lake Nahargarh, Chittorgarh

- Generated & executed ideas for internal employee engagement content using a range of content creation tools, including **Adobe Creative Suite, Canva, & DaVinci Resolve**
- Leveraged various tech portals like Medium & Crunchbase, for content generation & business research, respectively
- Handled basic functions & automations on HubSpot CRM

**Skills :** Social Media Analytics, Content Creation, Business & Market Research, Advanced Google Sheet & Excel, Canva, SEO, DaVinci Resolve, Adobe Creative Suite, HubSpot & Qualitative Analysis

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### Business Development Consultant

at **Impact Guru Private Ltd.** | Jul'20 - Dec'20

- Acted as a liaison between Impact Guru and **key hospital alliances** ensuring proper implementation & communication
- Generate **social media leads** for prospecting potential clients and alliances from Twitter and Facebook
- Created & analyzed digital consent as a viable alternative during COVID-19 and devised potential solutions involving digital signatures
- Awarded '**Employee of the Month**' for the month of September 20 for ideation & implementation for automation of a daily field report

**Skills :** Stakeholder Management & Liasioning, Qualitative Analysis, Advanced Excel & Google Sheet capabilities & Market/Business Research

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## INTERNSHIPS

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### Business Development Associate

at **Impact Guru Private Ltd.** | May'20-Jun'20

- Initiated communication with CSR Departments of various organizations
  - Developed a database on key individuals and decision makers of various CSR Departments in other organizations
  - Prepare a status report on converted calls, and acted as a liaison between the CSR Departments and decision makers at Impact Guru
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### Sales & Distribution Intern

at **Pladis Global (Brand - McVitie's)** | April'19-May-19

- Worked for the Sales & Distribution team at Guwahati for the McVitie's brand. and learned how sales works on the ground
  - Handled & analyzed the distribution channel across 8 Beats in Guwahati region
  - Identified key distribution bottlenecks, and prepared a report underlying the availability of key SKUs in market
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## HOBBIES & INTERESTS

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- A huge football fan & also like to play; A Chelsea fan since I was a kid
- Spend a lot of my time video gaming & gaining knowledge on many topics
- Like to learn about scientific discoveries & also, a classic rock (music) fan
- Jack of many trades, Master of none; A very quick learner & generalist