

Syed Rafiq Ahmed

✉ rafiq.inboxx@gmail.com ☎ +91-9940087594 📺 in/syedrafiqahmed 🌐 rafiqworks.com/

SUMMARY

Versatile project manager and marketer with nearly 7 years of experience in organic marketing, business development, digital campaigns, and content strategy. Successfully managed large-scale digital campaigns at I-PAC, achieving over 5 Crore reach. Led campaign launches and grew online communities across multiple states in India. Recognized for exceptional performance with excellent ratings. Founded Clarity Circuit, an educational website sharing in-depth insights. Currently leading innovative healthcare projects and building large communities. Committed to leveraging my expertise to drive impactful organizational growth within collaborative team environments.

SKILLS

Core Skills: Project Management, Content Strategy, Organic Growth Marketing, Digital Campaigns, Community Building, SEO, Data Analysis.

Tools: WordPress, Semrush, Rank Math, Google Analytics, Google Search Console, Elementor, Canva, Adobe Premiere Pro, Hubspot, Trello, Asana.

Areas of Interest: Talent Management, Social Media Growth, Video Marketing, Generative AI, Creative Writing, Brand Building, Personal Finance.

EXPERIENCE

Project Manager

Amura Health

August 2024 - Present, Chennai

- Leading the execution of "Which Doctor," a talent hunt to find India's top medical minds, overseeing project planning and collaboration.
- Building the largest Indian medical student community to foster engagement and lead innovative healthcare initiatives across India and abroad.

Founder (Personal Project)

Clarity Circuit

February 2024 - Present, Chennai

- Founded an educational website simplifying complex topics; developed the site on WordPress, optimized SEO, and improved speed.

Senior Analyst (Digital Communications)

I-PAC (Indian Political Action Committee)

July 2020 - October 2023, Kolkata

- Led the digital communication team, driving campaigns that reached over 5 Crore people across platforms, rated 'A' for exceeding expectations.
- Managed 7+ projects, creating long and short-form content that boosted follower growth, and engagement across 20+ social media pages.
- Relaunched 'Didir Doot' app (10 lakh+ downloads), enhancing UI, community building, and web pages for improved engagement.
- Collaborated on digital marketing campaigns, achieving over 5 lakh registrations across Google, Facebook, and YouTube.
- Managed a community of 100+ digital volunteers and a network of WhatsApp groups with millions of members, boosting campaign reach.

Senior Publishing Consultant

Notion Press

April 2017 - October 2019, Chennai

- Led a sales team, guiding 200+ authors from manuscript to book creation and post-launch marketing, boosting retention and revenue.
- Drove the adoption of a DIY publishing platform, significantly boosting self-publishing by providing authors with full control over their work.
- Exceeded sales targets, achieving Rs. 1 Crore in 3 months; secured complex agreements, resolved complaints, increasing repeat authors by 41%.

Business Development Executive

Payoda Technologies

June 2016 - February 2017, Bengaluru

- Developed business with 40+ US Fortune 500 clients, promoting ADC+ and Cert+ SaaS solutions for application delivery and security.

EDUCATION

Master of Business Administration (MBA)

VIT University • Vellore • 2016

Bachelor of Computer Application (BCA)

The New College • Chennai • 2013