

# Tahir Mohsin Kidwai

+91 9953735528 | [tahirkidwai7@gmail.com](mailto:tahirkidwai7@gmail.com) | [www.tahirgrphx.art](http://www.tahirgrphx.art)

DOB: 11-10-2005

ACADEMIC QUALIFICATIONS				
Degree	Institute	Board/University	Year	Grade/Score
TY BBA	Anil Surendra Modi School Of Commerce	NMIMS	2023-2026	CGPA 2.90/4.0*
Class XII	Delhi Public School Noida (Commerce)	C.B.S.E	2023	88%
Class X	Delhi Public School Noida	C.B.S.E	2021	92.8%
*Sem – 1,2,3 & 4				
ACADEMIC PROJECTS				
<ul style="list-style-type: none"><li>Project: Conducted a critical analysis of AirBnb's business model.</li><li>Research project: Increasing Support for Gender Equity in Organisations.</li></ul>		<ul style="list-style-type: none"><li>Project: Designed an Ad Campaign for a local shoe brand.</li><li>Project: Conducted a critical analysis of Airtel's marketing campaigns over the last decade.</li><li>Project: Built a website for a personal design portfolio</li></ul>		
INTERNSHIPS/POSITIONS OF RESPONSIBILITY				
<u>Intern – Marketing</u> India Today Group, Noida			May 2025 - June 2025	
<ul style="list-style-type: none"><li>Contributed to ideation, execution, and coordination of multiple marketing campaigns.</li><li>Designed and executed campaigns for anchors, flagship shows, and milestones, with shows attaining 500K+ YouTube views and 100,000+ minutes of TV watchtime.</li><li>Created and executed a cross-platform media plan for Aaj Tak Radio.</li></ul>				
<u>Head of Department – Digital Works</u> Corporate Interface Cell, NMIMS Mumbai			May 2025 - January 2025	
<ul style="list-style-type: none"><li>Led the execution of multiple promotional campaigns for various events.</li><li>Directed a team of 15+ students towards creating high quality video and design content.</li></ul>				
<u>Co-Owner</u> SportEra Media, Remote			July 2022 – July 2023	
<ul style="list-style-type: none"><li>Co-owned a social media agency focused on content marketing for professional football players.</li><li>Scaled the agency to 15+ designers, leading delivery of digital campaigns</li><li>Client acquisition via outreach to agents and agencies, contributing to revenue growth.</li></ul>				
CO-CURRICULAR OR EXTRA - CURRICULAR ACTIVITIES /AWARDS/ACHIEVEMENTS				
<ul style="list-style-type: none"><li>Volunteered at <b>Baragaon Weaves</b> in <b>New Delhi</b>, getting hands-on experience with an NGO's operations.</li><li>Obtained certification in <b>Leadership Skills</b> from <b>IIM Ahmedabad on Coursera</b>.</li><li>Obtained certification in <b>Brand Management</b> from <b>London Business School on Coursera</b>.</li><li><b>Freelancing</b> in <b>Graphic Design</b> since June 2020.</li></ul>				
SKILLS & ABILITIES				
<ul style="list-style-type: none"><li>Proficient in Microsoft Office Suite, including; Excel, Word and PowerPoint.</li><li>Proficient in Adobe Creative Suite, including Photoshop, Premiere Pro and Lightroom.</li><li>Foundational knowledge of Direct Marketing, Digital Marketing, SEO.</li><li>Foundational knowledge of Artificial Intelligence softwares such as Veo3, ChatGPT, RunwayML for media generation.</li><li>Foundational knowledge of PowerBI, Orange</li><li>Communication with clients, and agents/agencies.</li></ul>				
PERSONAL INFORMATION				
Languages Known	English, Hindi, Urdu, German			
Hobbies & Interests	Film, Photography and Designing			
Permanent Address	E-60, Sector 40, Noida, Uttar Pradesh			