

TAHIR MOHSIN KIDWAI

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MARKETING STUDENT | EX HEAD OF DEPARTMENT - CORPORATE INTERFACE CELL NMIMS | INDIA TODAY GROUP | SPORTERA MEDIA

EDUCATION

Name of Course	Year	Institution	Marks
B. B. A. (Marketing)	2023-26	Narsee Monjee Institute of Management Studies, Mumbai	7.58 CGPA*
AISSCE (Class XII)	2023	Delhi Public School, Noida	88%
AISSE (Class X)	2021	Delhi Public School, Noida	92.8%

INTERNSHIPS & POSITIONS OF RESPONSIBILITY

Marketing Intern, India Today Group May 2025 – Jul 2025	<ul style="list-style-type: none"> Contributed to ideation, execution, and coordination of multiple marketing campaigns. Designed and executed campaigns for anchors, flagship shows, and milestones, with shows attaining 500K+ YouTube views and 100,000+ minutes of TV watchtime. Created and executed a cross-platform media plan for Aaj Tak Radio.
HoD - Digital Works, CIC NMIMS May 2024 – Jan 2025	<ul style="list-style-type: none"> Led the execution of multiple promotional campaigns for various college events. Directed a team of 15+ students towards creating high quality digital content, including video and design. Coordinated with cross-functional teams including marketing, events, and external partners to align digital communication with overall event objectives.
Co-Owner, SportEra Media July 2022 – July 2023	<ul style="list-style-type: none"> Co-owned and managed a social media agency specializing in content marketing and personal brand building for professional football players across global leagues. Scaled the agency operations by recruiting, and managing a team of 15+ designers, ensuring consistent quality, timely delivery, and alignment with client brand objectives. Led client acquisition efforts through targeted outreach to player agents and sports agencies, converting prospects into long-term clients and directly contributing to revenue growth.

ACADEMIC PROJECT

Direct and Digital Marketing	<ul style="list-style-type: none"> Built a functional website for a personal design portfolio, integrating SEO & GEO, adding anchor tags, enabled and integrated cookies, integrated Google search console and designed UI and UX, along with email automation.
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ACADEMIC ACHIEVEMENTS AND AWARDS

School	<ul style="list-style-type: none"> Received Blue Blazer for Academic Excellence for being a scholar for 4 Straight years by Delhi Public School, Noida.
NMIMS NPAT	<ul style="list-style-type: none"> Secured AIR 220 in the entrance exam for NMIMS University.

CO-CURRICULAR ACTIVITIES & CERTIFICATES

Summer Volunteer – Baragaon Weaves	<ul style="list-style-type: none"> Documentation of activities in ongoing program on livelihood generation project in Barabanki, UP. Tabulation of data regarding production of handloom products, assisting in analysis of data and report writing. Assisted IT department in collection of material for their website
Graphic Design	<ul style="list-style-type: none"> Designed high-impact visual assets including social media creatives, posters, and digital banners for college events, marketing campaigns, and independent projects as well as freelance opportunities for ActuFoot and ESPN. Worked with tools such as Adobe Photoshop, Illustrator, and Premiere Pro to deliver polished, platform-ready designs under tight deadlines. Refined design skills through continuous self-initiated projects, trend analysis, and feedback-driven iterations.
Online Certifications	<ul style="list-style-type: none"> Obtained certification in Leadership Skills from IIM Ahmedabad on Coursera, focusing on communication, decision-making, and team leadership. Obtained certification in Brand Management from London Business School on Coursera, covering brand equity, consumer perception, and strategic branding decisions.

OTHER INFORMATION

Skills/Interests	<ul style="list-style-type: none"> Skills - MS Office (Excel, PPT, Power BI), Basic SQL, Adobe Creative Suite (Photoshop, Premiere Pro, Lightroom, Camera Raw), Basic Tableau, Foundational Direct & Digital Marketing and SEO, Artificial Intelligence softwares and Generative AI (Google Veo, Gemini, RunwayML), Photography, Graphic Designing Interests - Football, Graphic Designing, Film, Photography
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