

# RAJESH KUMAR

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## OBJECTIVE

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Seeking challenging assignments in e-Commerce, e-Business Development and Online Selling with a growth oriented organization.

## EXECUTIVE SUMMARY

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Over a decade of cross cultural experience in the areas of eCommerce, ebusiness, Digital Media Marketing, Online Sales & Project Management. Providing consultancy on Strategic E-business (To various e-Business projects for Government, Corporate & SME's with InsourceAsia Ltd. & RMCGEMS Thai. Co. Ltd. Bangkok, Thailand). Proven ability to build new systems and establish a well-organized, productive business unit. Possess excellent interpersonal, communication and organizational skills with proven abilities in team management, customer relationship management and planning.

## AREAS OF EXPERTISE

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**Digital Media Marketing & Online Sales** - Managing teams for Internet Sales of products, looking after all aspects of Internet sales operation, Website management, and internet communications. SEO, web site analysis, keyword planning, Social Media Marketing.

Conceptualizing and implementing competent strategies with a view to penetrate new accounts and expand existing ones for a wide range of services (in B2B / B2C environment, through portals). Managing the Paid Search campaigns, budgets, understanding of optimization and expanding our keyword list. Managing weekly, monthly tracking, developing, managing metrics, understand and implementation of coding schemes for tracking purposes. Analyzing and reporting to program performance; providing results and recommendations for improvement and new programs.

**Project Management** - Engage in pre-sales activities including negotiation of service contract & timeframe required for the commencement & completion of each activity.

Provide consultancy on large-scale Project / Program Planning, Execution and Management in tune with the core business objectives.

Implementation of project plans within pre-set budgets and deadlines.

Monitor project progress as per scheduled deadlines for various tasks and take necessary steps to ensure completion within time, cost and effort parameters.

**Business Development** - Identify and develop new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat business.

Lead, train and motivate teams ensuring their career development and positive contribution to the company. Co-ordinate recruitment & selection activities for the team.

**People Management** - Handle team management activities including task / resource allocation, administration and ensuring completion of task within deadline.

Developing and organizing the team from scratch, implementing standardized procedures that supported and contributed to boost the quality of work.

## CAREER HIGHLIGHTS

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### **As Manager (e-Commerce & Marketing)**

**October 2007 - Presents**

**RMC GEMS THAI CO., LTD.** Bangkok, Thailand

(www.shoprmcgems.com) RMC is one of the biggest suppliers of precious & semi-precious stones with its sales offices in Bangkok, Hong Kong & Japan and cutting factories in China & India.

- ❑ Looked after all aspects of Marketing, brand, Internet sales operation, Website management, Social media Optimization, and internet communications.
- ❑ Managed the development and execution of marketing strategies to promote products or services directly to online customers or for conducting business to business transactions on an Internet website. Participates in the design and implementation of website marketing plans. Develops and manages marketing tests and new programs.
- ❑ Managed representatives who may call on existing or potential customers.
- ❑ Established entrepreneurial goals for the company's electronic commerce, ensuring the website achieves marketing objectives and adheres to quality standards regarding appearance and content that would increase sales and reduce distribution and other costs, and reduce time and labor.
- ❑ Analyzes and defines the market for product growth within market segment.
- ❑ Identifies, manages, and evaluates on-going web alliances and partnerships.

### **As Consultant (e-Commerce)**

**April 2011- Feb 2017**

**Insource Asia Co., Ltd. Bangkok, Thailand** (www.travpax.com)

**Projects – 1. Centre Point Hospitality (www.centrepoin.com) 2. Atmind Group - www.atmindgroup.com 3. Asian Trails - asiantrails.travel 4. TravPax – ww.travpax.com)**

**Managing the entire e-Commerce operations for Centre Point Hospitality, which includes Project Management, Social Media, Search Engine Optimization, Online PR, Blogs, Affiliates & PPC campaign (Google AdWords).**

### **Director E-Business Development**

**October 2006 – September 2007**

**Qu Bit Technologies Pvt. Ltd. , India**

(www.qbtpl.com) Pioneer in Community web services an amazing strategy for online outreach. The concept is to create a site based on the local community – town, local area, state, even a small vendor. Also contains appropriate local links in various categories. Idea was to make more comprehensive, more that people in the area will use it as their one-stop local neighborhood site.

### **Manager E-Commerce**

**January 2006 – September 2006**

**Creative Gems & Jewelry Public Company Ltd.,** Bangkok, Thailand

(www.creativegem.com) as one of Asia's (and the world's) largest manufacturers and exporters of jewelry and gemstones. Established in the year 1971, this company today employs almost 3000 person and operates through six fully integrated factories located through the Kingdom of Thailand.

- ❑ Managed a team of 20+ people for Internet Sales of products and involved in looking after all aspects of internet sales operation, Website management and internet communications.
- ❑ Played a major role in increasing sales through eBay with company's own online stores + Trade fairs. Instrumental in increasing lots of knowledge in Jewelry and Gemstones sales on Internet.

### **Internet Sales Manager**

**July 2005 – December 2005**

**STS Gems Thai Ltd.,** Bangkok, Thailand

(www.2Umbrellas.com, www.stsjewels.com) STS Gems Thai Ltd. is the Bangkok based operation of the STS Group. Established in the year 1991, this company today employs almost 600 persons directly and indirectly and is one of Thailand's largest manufacturers and exporters of jewelry and gemstones.

- ❑ Headed a team of 15+ people for Internet Sales of products and looking after all aspects of web sales operation, Website management, internet communications, etc.
- ❑ Distinction of improving the Site Ranking, average sales of \$75,000 to \$120,000 and positive feedback % from 97% to 99% in eBay.
- ❑ Instrumental in improving the number of visitors from 30,000 to 60,000 and number of listings from 100 to 300/day.

## **Business Development Manager**

**November 2003 – June 2005**

**BizPotential Co., Ltd.,** Bangkok, Thailand

A leader in delivering Information Technology based business solutions. Over 200 companies have experienced the benefit of working with BizPotential. In the last 5 years, BizPotential has enabled organizations, their clients, and partners to collaborate and prosper in the internet-age.

- ❑ Responsible for developing and organizing the team from scratch, implementing standardized procedures that supported and contributed to boost the quality of work.
- ❑ Actively involved in creating and implementing new systems including assembly fashion supervision, pair programming, established roles and responsibilities that clearly defined task and improve overall organization and productivity.
- ❑ Successfully completed project on schedule, executed project plan and methodology, which formed cohesive team environment comprised of programmers, designer and content support people.

## **Senior Consultant**

**March 2000 – July 2003**

**Commerce One India Pvt. Ltd.,** New Delhi, India ([www.c1india.com](http://www.c1india.com))

Is an open e-marketplace that provides global e-commerce services to Buyers, Suppliers, and Net Market Makers? It supports trade between buyers and suppliers across multiple e-marketplaces, is open to any application and technology standard and is an on-ramp to the Global Trading Web, the India's largest business-to-business trading community.

**www.eprocurement.gov.in** - is an initiative of the GOAP (Govt. of Andhra Pradesh) towards vision 2020 for bringing in SMART governance by G2B. Commerce One partners with GOAP as an e-infrastructure provider in helping GoAP realize the initiative. The solution would be tested used and subsequently partnered for all the State Govts. The solution will be implemented over all the state govts buying organisations and an expected transaction of 8000 crores is planned on this platform.

- ❑ Involved in evaluating, documenting, planning, deploying and testing the WebMethods and Commerce One platform (MarketSite, Supply Order, and Enterprise Buyer Desktop).
- ❑ Execution of transactional document testing between the customers' environments and Trade Ranger's environments.
- ❑ Design and execution of applicable test scripts for the Commerce One MarketSite trading platform, Conceptualization, Hosting, Designing, web marketing and Visualizing the site using Adobe Photoshop6.0, Macromedia Flash, Java Script, HTML4.0 (Hand Coding), CSS, Java Script, FrontPage2000, DreamWeaver, GIF Animator, Macromedia Flash.

**www.gate2biz .net (Powered By Commerce One U.S.A.)** - Gate2biz is a new age e-infrastructure provider that is helping Indian corporate houses realize the vision of fuelling growth via profitable B2B e-commerce. It is Commerce One's e-infrastructure partner in India and also a founder member of the Global Trading Web TM, the world's largest business-to-business trading community.

- ❑ Involved in evaluating, documenting, planning, deploying and testing the WebMethods and Commerce One platform (MarketSite, Supply Order, and Enterprise Buyer Desktop).
- ❑ Execution of transactional document testing between the customers' environments and Trade-Ranger's environments.
- ❑ Establishment of guidelines for Commerce One MarketSite integration tests with customers.
- ❑ Assist in the design and execution of applicable test scripts for the Commerce One MarketSite trading platform, Conceptualization, Hosting, Designing, web marketing and Visualizing the site using Adobe Photoshop6.0, Macromedia Flash, Java Script, HTML4.0 (Hand Coding), CSS, Java Script, FrontPage2000, DreamWeaver, GIF Animator, Macromedia Flash.
- ❑ Worked in process flow demo of commerce one eProcurement application and Tender software from raising the requisition to receive the materials.

**www.groupeinova.com** - Groupeinova is an established eGovernment services organisation and part of an international group of IT solutions companies. We enable government organisations to realise significant cost and performance benefits through a range of managed business services and software solutions.

- ❑ Involved in Conceptualization, Designing, and visualizing the site using Adobe Photoshop6.0, Macromedia Flash, Java Script, HTML4.0 (Hand Coding), CSS, FrontPage2000, DreamWeaver.

#### **www.msols.com**

The UK's Personal Mobile Portal. Msols is a wireless software and service provider extending its enterprise solutions for mobile business. Msols, enable end users, content providers, enterprises and service operators to capitalize on the potential of the Wireless Internet.

- ❑ Involved in Conceptualization, Hosting, Designing and Visualizing the site using WML, WML Script, Adobe Photoshop5.5, Macromedia Flash, Java Script, HTML4.0 (Hand Coding), CSS, FrontPage2000, DreamWeaver, GIF Animator.

**www.muftmoney.com** Involved Conceptualization, Designing and Visualizing the site using WML, WML Script, Adobe Photoshop5.5, HTML4.0 (Hand coding), FrontPage2000, DreamWeaver, Macromedia Flash, and GIF Animator. This site is bidding site that provides online currency to the users and allows them on the basis of their points gained during surfing the site or viewing the advertisements.

### **Web Designer**

**January 1997 – February 2000**

**Infopark Computer Education** New Delhi, India

### **Freelancer**

**August 1996 – December 1996**

**R. K. Elrctro**, New Delhi, India

### **Skills**

**Web based:** HTML, HTML5 (Hand coding), DHTML, WML, WMLScript, HDML, XML, CSS I, CSS II, DOM, JavaScript, VBScript, Data Security, Internet Marketing, SMM, EMM, Web Maintenance, Web Promotion (Pull / Push Marketing) Server Security E-Com & M-Com solutions

**Html Editors:** Front-page 97/98/2000, Dream Weaver, Coffee Cup, Hot dog, Corel Webmaster's Suite

**Office Suites:** MS-Office

**Multimedia:** Adobe Photoshop, LightRoom, NIK, Photomatix

### **EDUCATION**

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- ❑ PG Diploma in Multimedia from American Institute of Technology New Delhi.
- ❑ Six Months Diploma Course in Web Designing and Web promotion From Asmocom Internet Services India, New Delhi.
- ❑ Six months Diploma in Certificate in Computing from Indira Gandhi National Open University.
- ❑ Graduated from Delhi University.

### **PERSONAL DETAILS**

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**Contact Address India**, 39/9 Hermes Paras Kalyani Nagar, Pune -411006

**Date of Birth**

**15<sup>th</sup> Jul'1974**

### **INTERESTS**

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I love nature & all the simple pleasures in life and also like travelling I enjoy Photography, light reading, music, dance, cooking & Sports.

<https://th.linkedin.com/in/marketingbyraj>