



Rohan Malhotra

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EDUCATION

The Chinese University of Hong Kong

Bachelor of Business Administration (Expected in 20xx)

20xx – Present

- Major in Marketing (GPA: 3.x/4.0), Minor in Journalism and Communication (GPA: 3.x/4.0)
- Scholarships: HKSAR Government Scholarship (20xx-20xx); Talent Development Scholarship (20xx)

WORK EXPERIENCE

Watsons (*Part-time Shop Assistant*)

Jan 20xx – Jan 20xx

- Assisted over 200 customers a day by recommending new products, answering questions and handling complaints

Dah Chong Hong Holdings (*Intern - Consumer Products*)

Jun 20xx – Sept 20xx

- Worked on Italian Lavazza coffee and French Andros Fruit Puree projects
- Helped set up POSM for collaboration with 20+ restaurants and assisted with 2 restaurant training sessions
- Drafted correspondence with agencies and worked on promotional materials

ACTIVITIES

S.H. Ho College Toastmasters Club, CUHK (*President*)

20xx – 20xx

- Led a team of 6 to organize 14 meetings where 30+ members practised public speaking skills through giving prepared speeches, impromptu speeches and speech evaluations on a regular basis
- Co-organized a college-wide speech contest attended by 60+ participants with other CUHK Toastmasters Clubs

S.H. Ho College Christmas Charity Campaign (*Director*)

Dec 20xx

- Organized a of 10 students to raise funds for disadvantaged children achieving target of HK\$100,000

AWARDS

Joint University Outstanding Marketing Award

Jan -Mar 20xx

Second Runner-up and Best Advertising Video Award

- Devised a comprehensive business plan with new promotional features for Facebook to boost frequency of usage
- Engaged in marketing activities (advertising video, roadshow) to attract a total of 5000+ members of the public

SKILLS

Languages: Native Speaker of Hindi; Fluent in English; Conversational skills in Cantonese; Basic Putonghua

Computer: MS Office (Word, Excel, Powerpoint), Social Media (Instagram, Twitter, Facebook, LinkedIn, etc), Video and sound editing software (iMovie, Final Cut Pro, Audacity, Photoshop, etc)