

RASHI MAITHUL

Erasmus Mundus Master's - Tourism Development & Culture (TourDC)

📍 London, United Kingdom

☎ +44 7448565477

✉ rashimaithul19@gmail.com

🌐 Rashi Maithul



PROFILE SUMMARY

Tourism Marketing professional with over 3+ years experience. Developed & implemented high end online & offline marketing strategies for international tourism boards & embassies worth 5 Million USD. Hold expertise in business development, market research, marketing management & communication to drive profitable business. Currently, I am working as a Digital Trends Analyst where I analyse and consult on the latest digital trends in tourism.

EDUCATION

Erasmus Mundus Joint Masters Degree MSc in Tourism Development & Culture (TourDc)

University Institute of Lisbon

📅 Sept 2021 - Sept 2022

📍 Lisbon, Portugal

University of Malta

📅 Feb 2020 - July 2020

📍 Malta

University of Glasgow

📅 Sept 2020 - Dec 2020

📍 Dumfries, Scotland

Summer Workshop (TourDc)

University of Wageningen

📅 July 2021

📍 Netherlands

Bachelor's in Tourism Management

College of Vocational Studies, University of Delhi

📅 2014 -2017

📍 Delhi, India

CGPA- 8.2/10 (First Class with Distinction)

Advance Diploma in French Language

Kamla Nehru College, University of Delhi

📅 2016 -2017

📍 Delhi, India

EXPERIENCE

Digital Trends Analyst (Part-Time)

Digital Tourism Think Tank (DTTT)

📅 March 2022 - Present

📍 United Kingdom

- Understanding the current and future digital trends in tourism sector
- Preparing Editorial plan and content material for DTTT
- Strengthening relationships with the existing member community and reaching out to potential members
- Exploring and developing new partnership opportunities
- Co-ordinating with the team to develop event programmes and promotions
- Preparing and implementing marketing strategies for DTTT events

AREA OF EXPERTISE

- Marketing Strategy
- Public Relations
- Product & Market Research
- Corporate Communication & Partnerships
- Events & Networking
- Digital Trend Analysis
- Design Thinking

SOFT SKILLS

- Strategic & Creative Thinking
- Critical Analysis
- Interpersonal Skills
- Flexibility & Adaptability
- Leadership

TECHNICAL SKILLS

- Graphic Design Platform - CANVA
- Microsoft Office
- Google Suite
- ASANA

COURSE MODULES

- Marketing Management of Cultural Tourism
- Innovation in Tourism
- Environmental Communication
- Research Methods of Cultural Tourism
- Tourism Regional Development
- Large Events & Event Management
- Wine Tourism & Wine Business
- Tourism & Urban World

LANGUAGES KNOWN

English

French

Hindi

EXPERIENCE

Project Support Officer (Volunteer)

Erasmus Mundus Association

📅 Oct 2020 - Present 📍 Brussels, Belgium

- Developed and implemented projects with the team
- Identified innovative project ideas and prepared proposals
- Coordinated digital marketing activities and social media campaigns
- Collaborated with the multimedia and art design team to create websites as well as developed marketing content for various social media channels
- Managed audience engagement on social media to ensure maximum visibility

Marketing & Strategy Development Intern (Part-Time)

Green Destinations (GD)

📅 Oct 2021 - Feb 2022 📍 Remote

- Developed marketing strategies for different sustainable programs of GD
- Prepared marketing materials & content for social media and blogs
- Strengthen GD's partnership with the Indian market

Business Development Manager

Representation World

📅 May 2019 - July 2020 📍 New Delhi, India

- Directed marketing projects for 6+ international tourism board worth \$5 million USD
- Developed and directed growth strategy for the firm
- Organised training and networking events for National & International delegates
- Facilitated partnerships between our clients, media and travel trade delegates in India
- Represented firm in different International Trade fairs and events like SATTE, Arabian Travel Mart etc
- Developed monthly analytic reports & prepared pitch decks to acquire new business opportunities

Media Analyst (French Language)

Prime Media and Opinion Analysis (Acquired by Wipro)

📅 Dec 2017 - May 2019 📍 Gurugram, India

- Conducted research & analysis of relevant print, online, broadcast & social media coverage for our clients
- Developed reports to present the findings to support monitoring & strategy making for our clients
- Monitored corporate policies, products, industry & competitor trends for companies within designated sector

Travel Consultant (Trainee)

FCM Travel Solutions

📅 June 2017 - Dec 2017 📍 New Delhi, India

- Explored various potential tourist destinations
- Attended conferences to understand tourism & consumer trends
- Interacted with clients to understand their travel needs
- Prepared itineraries according to client's requirements
- Maintained relationship with tour operators & travel service providers
- Organised customised trips for clients

ACHIEVEMENTS



Erasmus Mundus Scholarship

Awarded with fully funded scholarship to complete MSc TourDC



Global Competition

Represented University of Glasgow in UNWTO's Student's League 2021 in Rural Development Competition



Scholastic Award

Awarded Merit Certificate on holding 2nd position in academics during Bachelors in Tourism Management at the college of vocational studies, University of Delhi

SOCIAL INVOLVEMENT

- Participated in Erasmus Mundus Association's General Assembly 2022
- Participated in X Design Week 2022
- Attended destination training program by Destination Canada and OTOAI (Outbound Tour Operators Association of India)
- Attended South Asia's leading event & trade show for travel & tourism industry like SATTE-2020 India
- Volunteered at Comic-Con Delhi'16 for Every Flavor Geek)