

Rahul Prabakaran

Thanjavur, India
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Executive summary

Self-taught Brand Strategist with a foundation in consumer psychology, copywriting, and creative storytelling. Proven ability to drive real results — including a 100% increase in event registrations through strategic consultation. Experienced with HubSpot, email marketing, and market research. Bringing a neuromarketing perspective to brand positioning and audience engagement..

Education

Independent Learning - Positioning, Copywriting, neuro marketing (2024-present)

SASTRA University - B.Tech Aerospace (2023-2028)

Skills:

Strategic

- Neuromarketing.
- Brand positioning.
- Market analysis.
- Consumer psychology.
- Prospecting.

Executional

- Copywriting.
- Email marketing.
- Campaign management.
- Hubspot.

Soft

- Self-learner.
- Emotional intelligence.
- Leadership.
- Problem solving.

Experience

- Created landing pages, forms, contact lists, emails using Hubspot.
- Set up all security protocols required for email marketing.
- Conducted market research on South Florida solar installation.
- Increases the registration rate by 100% for a local event.
- Lead multiple teams to science fairs.

Current project

Developing a consumer behaviour analysis/prediction algorithm using attitude roots as the base concept.

Linkedin: [linkedin.com/in/rahul-p-b399a4306](https://www.linkedin.com/in/rahul-p-b399a4306)

Languages:

English- Proficient.

Tamil- Fluent.

Telugu- Native.