

RAHUL KUMAR DAS

Digital Marketer · Content Creator · Community Builder

+61 0474 315 954 · hello.rahulkd@gmail.com · linkedin.com/in/rahulkd · Kogarah, Sydney NSW 2194

PROFESSIONAL SUMMARY

Originally from Nepal, moved to Sydney at 19. In three years: produced campaigns hitting 107K views, brought 30+ clients to a firm through zero-budget content, managed admin tasks, data and CRM management, led a student body of 3,000+, organised events that people still talk about, and earned a full MBA scholarship — all while studying full-time. I build trust, lead people, and make things happen.

WORK EXPERIENCE

National TAC Assistant (Tertiary Admissions Centre)

2024 – Present

Torrens University Australia · Sydney, NSW

- Manage relationships with all national Tertiary Admissions Centres — VTAC, QTAC, UAC and SATAC.
- Analyse enrolment and admissions data across all TACs to inform institutional planning.
- Keep course information accurate and up to date across every platform and partner channel.
- Handle complex applicant queries across high-volume communications — the face of the process for many students.

Social Media Manager

Feb 2024 – Dec 2025

Graduate Plus · Sydney, NSW

- Created TikTok and Instagram content that directly drove 6 student enrolments into the job-ready program.
- Scripted, filmed and edited all short-form video content end-to-end — no brief needed, just results.
- Built the brand's social presence from scratch across Instagram, TikTok, LinkedIn and Facebook.
- Worked directly with the founder to make sure every video felt genuine, not like an ad.

Social Media Manager

Jun 2025 – Dec 2025

Sydney Tax and Accountancy Services · Sydney, NSW

- Produced YouTube explainer videos on SMSF and tax topics that brought in 30+ new clients via Google search.
- Created bilingual content (English and Nepali) for Instagram targeting the South Asian community in Sydney.
- Built the firm's entire online presence from zero — YouTube, Instagram and Google — with no paid budget.
- Content strategy focused on education and trust, not promotion — clients came to them already convinced.

Shift Manager

Jan 2025 – Dec 2025

KFC Campsie · Sydney, NSW

- Ran full shift operations — team of 4, customer service, stock, cash and reporting.
- Trained new staff from day one, having been promoted from team member myself within 18 months.
- Trusted with opening and closing the store, managing cash and end-of-day reconciliation.

Team Member

Apr 2023 – Dec 2024

KFC Campsie · Sydney, NSW

- First job in Australia — started two months after arriving in Sydney with no local experience.
- Promoted to Shift Manager within 18 months based purely on performance.

Social Media Ambassador

Sep 2023 – 2024

Torrens University Australia · Sydney, NSW

- Produced a sales video that hit 83.6K views and a campaign video that reached 107K views on university channels.
- A Torrens Marketing Executive noted the campaign delivered a 3x boost in reach.
- Visited high schools across Sydney representing the university — students wanted to study what I studied.
- Helped run orientation days and open days, representing the student community to thousands of new students.

Student Ambassador

2024 – 2025

Torrens University Australia · Sydney, NSW

- Travelled to high schools across Sydney — students asked what I studied because I inspired them to consider it.
- Helped prospective students navigate their options at a time when it actually mattered for their future.
- Represented Torrens at expos and open days, speaking authentically from lived experience as an international student.

Retail Sales Manager

2020 – 2022

Rahul & Ravi Impex · Kathmandu, Nepal

- Managed store operations, staff teams, inventory and customer relations.
- Handled conflict resolution and maintained high standards of customer service.

LEADERSHIP

Member – Student Representative Council (SRC)

Early 2023

Torrens University Australia · Sydney, NSW

- Represented student voice in council meetings and community initiatives.

Social Media Manager – Student Representative Council (SRC)

2023 (3 months)

Torrens University Australia · Sydney, NSW

- Promoted from member to manage the SRC's social media presence.
- Created content to promote student events, initiatives and community engagement.

President – Student Representative Council (SRC)

Mid 2023 – Dec 2025

Torrens University Australia · Sydney, NSW

- Organised annual day trips for 60–70 students to locations across Sydney — students refused to go if I wasn't leading.
- Ran festive and cultural events across the year, building a community people actually wanted to be part of.
- Represented 3,000+ students as the bridge between the student body and university leadership.
- Inspired students to volunteer, lead and grow — many joined programs because of what they saw me doing.

EDUCATION

Master of Business Administration (Advanced)

Feb 2026 – Present

Torrens University Australia, Sydney NSW · Full Scholarship

Bachelor of Business Information Systems

Completed Dec 2025

Torrens University Australia, Sydney NSW

KEY SKILLS

- Short-Form Video Production (CapCut, Instagram)
- Content Scripting, Filming & Editing
- Digital Marketing & Brand Storytelling
- Customer Relationship Management
- Multicultural & Bilingual Communication
- Microsoft 365 & Digital Tools
- Social Media Strategy & Management
- Community Engagement & Relationship Building
- Event Planning & Coordination
- Sales & Retail Operations
- Student & Client Support
- Leadership & Team Facilitation