

Enterprise Portfolio



IPSA POWER (Jan 2023–Jan 2025) [Contract]

What is IPSA? (www.ipsa-power.com)

Developed, refined & tested for over 50 years. IPSA is a power system analysis software owned by the specialist energy consultancy, **TNEI. (www.tneigroup.com)**. TNEI is a Medium Sized Enterprise (~£50-£100M Annual Revenue) based originally in Manchester and has presence in 6+ countries, providing solutions, software and services to 200+ businesses globally.

IPSA (Interactive Power System Analysis)

software is a modern and comprehensive power system analysis package for the design, planning and analysis of electrical networks. Their philosophy is to provide fast, accurate and user-friendly analysis of electrical power systems to the energy industry.

Key Highlights:

- Took Ownership to Lead Strategy, Design, & Social Communications for IPSA, and drive tangible results
- Was given the Prestigious Opportunity to Create & Present the 50 Years of IPSA Logo & Collaterals
- Helped orchestrate the Growth of the Company from 800-2800+ Followers on LinkedIn.
- Created Systems, Processes and Multiple Templates to Streamline Content Creation



- Created a Collaborative System in Which Employees could co-create and collaborate easily to create multiple collaterals at warp speed.
- Helped Design, Edit and Maintain Multiple Webpages
- Created a 33 Page Product Catalogue for IPSA and animated it into a Video.
- Helped Execute Multiple campaigns including 50 Years of IPSA Webinar series.
- Helped design Collaterals for Hiring and Training Campaigns
- Helped design Collaterals for Various Company Events & Event Visits, including UGM 2023, & UGM 2024
- Helped Design Merchandise and Company Certificates
- Helped in the UI/UX Design of Stealth Application
- Played a pivotal part in Improving SEO of the keyword IPSA Power and Power System Analysis Software and General SEO matters of IPSA.
- Helped Enable Rich Sitelinks for IPSA Website while searching in Google and Bing (for IPSA Power Keyword).



- Helped with the On-Page Optimization of Webpages
- Helped with the Social Media Sharability of Webpages

Tools Used:

WordPress, Elementor, Adobe InDesign, Adobe Illustrator, Canva Pro, Inkscape, Microsoft Clipchamp, Pixlr, HandBrake,

AI Tools Used

Midjourney AI, Microsoft Designer, Stable Diffusion, Dall-E 3

Writing+Research Tools:

ChatGPT, Gemini

Code Editor (for HTML Email Signature):

Sublime

Programming Languages used for various purposes:

HTML, CSS, PHP, Python.

Services Rendered:

Comprehensive Marketing Solutions for Tech Teams

One Man Marketing Team



Summary/Story

Challenge: A lot of the documents, creatives and designs looked out of age. And Another challenge was getting designs out quickly and efficiently. Another challenge was the content being put was highly technical and the common couldn't decipher much, about the brand. IPSA Power was too serious, way too serious perhaps.

Pain: Brand was lagging in design quality, speed and efficiency. We needed to move fast, while improving quality.

Solution:

To solve this, I created Templates for IPSA seeing the end and the future in mind. I want the IPSA team to leverage the templates even after I was long gone. Soon it was moved into a company account and all files were moved there.

I also gave guidelines on how to grow the followers on LinkedIn, Suggest Content Ideas, formats and templates which were immediately created once approved.

The templates in Canva ensured, it was easy to share, design and edit for all the associated team members now and for the future. Templates ensured that the effort required to create similar posts were decreased by 80-90%.



Creating tons of design templates ensured, you could create a great number of permutations of creatives with the existing templates, all with minimal effort. There would be a high minimum quality to each post and it's all standardized, allowing our audience to identify the brand even if we omitted the logo or tagline.

Similarly many systems and processes were put in place wherever possible. For the festive day posts, I had taken all the necessary dates to post, and created well in advance iterations and posts for festive days, ensuring there would be no last moment hurry or panic. Posts were also scheduled in advance by the social media team, so that the team could enjoy their holidays in peace and joy.

I also strived hard to humanize the brand more and to make IPSA more about the people who worked for IPSA and for the people who IPSA served best. This meant more faces on designs and social media posts. Even if it's B2B, in the end it's still people to people. People will buy from people.

I also had the Prestigious Opportunity to Create & Present the 50 Years of IPSA Logo & Collaterals. I also helped in the UI/UX Design of a Stealth Application.



Print Merchandise

- Caps
- Diary
- Books
- Cakes
- Tshirts
- Bottles
- Banners
- Coasters
- Tote Bag
- Mousepads
- Stamp/Seal
- Business Cards
- Pocket Calendar
- IPSA Bookmarks
- Office Door Design
- Away Day Game Cards
- IPSA Roller Banner For Events

Documents

- Postcards
- Training Posts
- License Brochure
- IPSA Colour Guide
- Product Catalogue
- Letterhead Design
- Recruitment Posts
- Training Certificates
- Partnership Certificates
- PowerPoint Presentation
- Newsletter Design (Travelogue Style)



Testimonials



Gorby George  · 1st

Director of TNEI India | Software & Solutions (IPSA) Team Manager | Power Systems

October 7, 2024, Gorby was Rahul's client

I highly recommend Rahul or Rrational Solutions as an outstanding marketing consultant. He/They supported in developing a tailored marketing strategy for us that led to impressive results.

Rahul is not only knowledgeable in digital marketing, SEO creatives, product/user design, but he also brings a positive attitude and creativity to every project. His clear communication and dedication along with managing clear expectations made our collaboration seamless and enjoyable.

If you're looking for a consultant who will drive results and elevate your marketing efforts, Rrational Solutions is the one to choose!



Vishnu K · 1st

Country Manager | Director of TNEI India | IPSA

December 2, 2024, Vishnu worked with Rahul on the same team

Rahul is a passionate entrepreneur and an outstanding marketing consultant. During the year we worked together, I was impressed by his attention to detail and his determination to deliver the best results. He also has a talent for design and prototyping, making him a versatile professional. Rahul's flexibility with last-minute requests and his consistent on-time deliveries make him a reliable and valuable collaborator. I highly recommend him for both small and large B2B and B2C companies looking for a dedicated and skilled expert to drive their success.

Resources

1. **Logo Presentation July 2023**
2. **Logo Presentation Sep 2023**
3. **IPSA LinkedIn Page (Profile Pic, Banner and lot of Posts)**
4. **IPSA UGM Meeting Video**
5. **IPSA 2.10.3 Version Release Video**
6. **IPSA UGM Announcement Date**
7. **50 Years Video**
8. **ERACS to IPSA Migration Tool/Service**
9. **Blue Print for Power Announcement and 50 Years Logo Video**

Some Numbers:

226+ Design Collaterals in total.

183+ Designs in the last year.

23+ Videos in the last year.

Product catalogue in various sizes.

Product Catalogue in video and mini video formats.



General Links

1. <https://www.tneigroup.com/>
2. <https://www.ipsa-power.com/>
3. <https://rrational.com/services/>
4. <https://www.linkedin.com/company/ipsa-power-software/>

Services Rendered:

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Solutions for Tech Teams**

One Man Marketing Team

