



# RAHUL KUNDU

Specialization: Marketing

## CONTACT

PHONE: 9145404270  
EMAIL: rahul.kundu20@ies.edu  
ADDRESS: 201/C Wing, Morya C.H.S. Ltd,  
Central park, Nallsopara East  
DOB: 11<sup>th</sup> July 1998

## EXPERIENCE

### Marketing Executive & Sales Support Kare Enterprise Pvt. Ltd

Nov '2019- Sept '2020

#### Tasks/Accomplishments.

Ecommerce Operations Support.  
Digital Marketing Campaigns.  
E-mail Marketing, Social Media Marketing,  
Cataloging.

## KEY PROJECTS UNDERTAKEN

### Mars Wrigley

Jan'2021-Feb'2021

#### Tasks/Accomplishments.

Study on Marketing Strategies of Mars  
Wrigley

### Export Sathi LLP

Feb'2021-April'2021

#### Tasks/Accomplishments.

International Business(Marketing)  
Secondary research, identify key contacts,  
leads generation.

## POSITION OF RESPONSIBILITY

- Member of Corporate Interaction Cell of IESMCR'20
- Marketing Sub-HOD (Meter Down Fest) of R.D. National College
- Marketing Head (Blow Fest) of R.D. National College
- Volunteer of Robin Hood Army (NGO)

## EDUCATION

<b>PGDM</b> IES's Management College and Research Centre, Mumbai	<b>2022</b>	<b>3.75/4</b>
<b>B.COM (Accounting &amp; Finance)</b> R.D.National College, Mumbai	<b>2019</b>	<b>80%</b>
<b>HSC</b> R.D.National College, Mumbai	<b>2016</b>	<b>73%</b>
<b>SSC</b> St. Anthony's High School, Mumbai	<b>2014</b>	<b>70.23%</b>

## ADDITIONAL QUALIFICATION

- Certificate in PC Operation (CPO) from All India Council for Professional Training, July'14
- The Fundamentals of Digital Marketing from Google Digital Garage, March'2020
- Google Analytics for Beginners, August'2020
- Brand Management: Aligning Business, Brand and Behaviour from London Business School, December'2020
- An Introduction to Consumer Neuroscience & Neuromarketing from Coursera, January'2021
- Customer Analytics from Coursera, February'2021

## INTERNSHIP

### The Himalaya Drug Company (Summer Intern)

May '2021- July '2021

**Project Title:** A study of sales channel optimization of Himalaya Green Pharma Division.

### Data Analyst

### Vibgyor Group of School

May '2019 - July '2019

#### Tasks/Accomplishments.

Performed system analysis, documentation, compiling, verifying accuracy and storing information to prepare source data.

Created various Excel documents to assist with pulling metrics data.

## CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Appeared and achieved distinction in All India fine arts association, May'2009