Profile
**Position-Digital Marketing (Permanent Role)**
**English**
**Availability- Immediate**

Education
 **Master in International Digital Marketing & Product;**
**Management**
**11/2017 - 11/2019**
ESCE I n tern ation al Bu sin ess Sch ool ( Fran ce), Paris
 **Bachelors of Media Science 09/2013 - 09/2016**
N SH M College( I n d ia), Kolkata
 **H igh School 04/2010 - 04/2013**
St. Joseph & M ary's Sch ool( I n d ia), Kolkata

Work Experience
**Digital Marketing Account Executive 09/2020 - present**
Qu an ten t, M u mbai
Bein g part of con ten t marketin g an d social med ia marketin g
( Facebook,I n stagram,Twitter &You Tu be) in regard s to n ation al an d
in tern ation al clien ts.
H ave worked closely with th e man agemen t team to h elp d evelop, d eliver an d
implemen t th e social med ia marketin g strategies to respective clien ts.
H ave prepared con ten t marketin g strategies for H DFC Ban k, H in d u stan
Platin u m th rou gh d ifferen t social med ia ch an n els,( SEO,Sh u tterstock images an d
Fan page Karma) for competitive an alysis,
H ave been part of in flu en cer marketin g across several in d u stries su ch as fin an ce,
fash ion , lifestyle, food , travel, h ealth , au tomobile etc
 **Junior Marketing Associate(Internship) 11/2019 - 05/2020**
Geeksh u bs, Valen cia
H ave prepared marketin g strategies th rou gh social med ia ( Facebook) in regard s
to Span ish an d UK clien ts.
H ave worked closely with Bod y Sh op, I n d omie N ood les & clien ts.
Prioritizin g id eas by evalu atin g prod u ct market fit, lan d scape, poten tial bu sin ess
mod els, an d path to scale.
H ave prepared marketin g campaign s th rou gh Facebook an d trackin g of resu lts
th rou gh Google An alytics.
 **Junior Marketing & PR(Internship) 01/2016 - 04/2016**
I n tegral PR an d M arketin g, M u mbai
H ave h an d led cu stomers from Emirates an d Deloitte
H ave created an effective commu n ication plan an d provid e key employee
con ten t for variou s offlin e an d on lin e commu n ication sou rces, presen tation
an d even ts.
H ave man aged an d su pport several stakeh old ers an d members with all
execu tive con ten t commu n ication s, h ave prepared n ew in n ovative PR
commu n ication s ch an n el to d rive member commitmen t. Preparation of PR man agemen t related to th e prod u ct th rou gh social med ia
( Facebook,I n stagram)

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Bachelors Degree- First Class
: Masters Degree- First Class

Skills
Strong
Communication
Word
Powerpoint
Excel
Product Marketing
G oogle Analytics
Social Media
Marketing
Content Marketing
Research

Languages
English
H indi
French
Arabic
H obbies and I nterests

Football ,Music, Photography