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)

**Rohan Chowdhury**  
200 N Sc Bose Road, South Enclave  
700047 Kolkata  
+91 743985 2208  
rons.choudhary007@gmail.com  
https://www.linkedin.com/in/rohanchowdhury-5 481889b/  
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