Kushal Kumar Ghosh

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***An achievement-driven professional, targeting mid-level assignments in Marketing & Communication with a leading organization of repute***

**Profile Summary**

* A goal-oriented individual with 5 years of experience as Marketing Communication & brand building
* Possess capabilities in cementing relationship with corporate clients for generating & augmenting business
* Proficiency in organizing, interpreting and communicating market information/data to facilitate decision making of top management
* Competent in implementing solutions to customer needs with an aim to improve customer contentment
* An effective communicator with presentation, negotiation, relationship management & leadership skills

**Core Competencies**

***Market Research & Analysis Community Relations Integrated Marketing Communication***

***Marketing Strategist Vendor Management Lead Generation and Alliances***

***Marketing Technology Reporting & Analytics Product Promotions/Brand building***

**Organizational Experience**

***Avlock India Thane, Mumbai from Feb’19 present as Marketing Manager***

**Key Result Areas:**

* Identifying new customers, develop pricing strategies & balancing firm objectives and customer satisfaction
* Conduct market research and analysis; explore business development opportunities with optimized collaboration plans
* Formulate, direct and coordinate marketing activities and policies to promote products and services
* Planning & execution of various exhibitions, conferences, seminars as overall responsibility for brand management and corporate identity
* Plan, organize, execute and manage events including tradeshows, customer and partner events, industry events, sales training sessions and other corporate events
* Create and update Marketing collaterals including presentations, brochures, catalogues, leaflets, case studies, web content, newsletters, ads and sales tools
* Planning & execution of Marketing promotional material management (posters, boxes, corporate gifts, booklets, giveaways etc.)
* Manage agency and vendor relationships to ensure any outsourced work is consistent, high quality, cost-effective, and reflects branding specifications
* Developing E-Mail Marketing, brochure, branding & promotional activities
* Developing and managing advertising campaigns, evaluating and maintaining a marketing strategy, building brand awareness, & positioning
* Develop, execute and manage online strategies that include Search Engine Optimization (SEO), keyword search, Search Engine Marketing (SEM) and Social Media Optimization
* Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies
* Consult with product development personnel on product specifications such as design, color, and packaging
* Use sales forecasting and strategic planning to ensure the sale and profitability of products & services, analyzing business developments and monitoring market trend
* Conduct economic and commercial surveys to identify potential markets for products and services
* Understanding and developing budgets, including expenditures, ROI and profit-loss projections
* **Successfully participated in the following Exhibitions:**
* Fasteners Fair India held in April 2019 at BEC, Mumbai
* Autotechnika exhibition held in June 2019 at BIEC, Bengaluru.
* Auto Expo Components held in February 2020 at Pragati Maidan, New Delhi.

**Previous Employment**

***Aczet Pvt. Ltd., Andheri Mumbai from May’17 - Jan’19 as Marketing Manager***

**Key Result Areas:**

* Organizing Exhibitions, Trade Fairs, Events as overall responsibility for brand management and corporate identity
* Formulating marketing strategy in-line with company objectives
* Reaching out to new clients, pitching outlining the benefits of product/ services and also understanding the client requirements &then customizing the product/ services accordingly
* Managing and improving lead generation campaigns, measuring results, planning and also implementing promotional campaigns
* Updating about the market trend and the best practices within industry for sustainable business growth
* Visiting customers for promoting the company’s products, providing technical support, understanding customer requirements and resolving customer complaints
* Improving customer experience and achieving customer satisfaction ensuring brand presence and visibility in their locations; developing strategies & suggestion of new marketing activities
* Developing E-Mail Marketing, Brochure, Branding & Promotional Activities
* Identifying streams for revenue growth & developing plans to build consumer preference
* Creating client specific market research assignments to track market and technology trends for all major products
* Conceptualizing the latest marketing trends and tracking competitors’ activities and providing valuable inputs for marketing strategies
* Preparing and presenting research / industry reports such as industrial trends, industry information; interpreting the result of research studies and providing recommendations
* Realizing the strategies for acquiring business from clients and effectively using potential of existing accounts

**Highlights:**

* Received “Best Performer Award” for achieving highest sales i.e. 60 Lakhs in the month of Oct’17
* Managed a team of 6 Marketing Research Staffto achieve department objectives; ensured that staff was trained in research methodologies and marketing concepts; promoted a constructive work environment to accomplish targets and meet customer demands
* Performed thorough analysis of the market to support in-depth SWOT Analysis in the areas of  financial capability, commercial requirements, warranty repair process/terms, commission levels, strategic focus, technical capability
* **Successfully participated in the following Exhibitions:**
* Analytica Anacon India (India Lab Expo) held inSeptember 2017 at HITEX , Hyderabad
* Intelpack (International Pharmaceutical Exhibition) held in September 2017 at Bombay Exhibition Centre, Mumbai
* CPHI - PMAC (Global Pharma,Products,People & Solutions) held in December 2017 at Bombay Exhibition Centre, Mumbai
* Tech Vapi (Mega Industrial Exhibition) held in February 2018 at Vapi GiDC, Gujarat

***Taj Eduglobe Ltd., Powai, Mumbai from Jun’16 – Dec’16 as Marketing Coordinator***

**Highlights:**

* Organized specifying and modeling requirements to avoid theincompletenessas well as the ambiguity while documenting the requirements
* Ensured requirements are mapped with the real business need and met essential quality standards
* Researched and identified sales opportunity, generated leads, target identification and classification
* Coordinated with Vendors for getting Marketing collaterals like banners, brochures & mailers
* Communicating with the agencies for advertisements and marketing team for photo-shoot, video-shoot etc. and delivered the deliverables as per the timeline
* Maintained effective internal communications to ensure that all relevant company functions of marketing objectives

are kept informed

***B.K. Enterprises Pvt. Ltd., Bilaspur, Chhattisgarh from Jul’14 – Dec’15 as Marketing Executive***

**Highlights:**

* Planned coordinated& executedmarketing campaigns with sales activities
* Created and published all marketing material in line with marketing plans
* Worked with corporate management in formulating, ensuring and maintainingeffective sales target
* Monitored portfolio performance, maintained advisory report & MIS
* Surveyed on own research to identify prospective and potential distributors / wholesalers
* Expanded wide channel distribution network within the territory and implemented effective strategies
* Built relationship with distributors with the objective of creating opportunities to increase sales
* Developed, supervised and improved procedures to link entire marketing activities with sales team activities

**Academic Project**

Worked on Final Year Project: “A Study of Customer Satisfaction with Special Reference to Online Stores” for 3 months at Ramaiah Institute of Management Sciences:

Conducted a market research on online shopping portals such as Flipkart, Myntra and Snapdeal in 2014

**Summer Internship & Training**

* Completed a short term “Vocational Training” at South Eastern Coalfields Ltd. for 1 month as part of days Bhilai Institute of Technology’s summer training schedule in 2006
* “Organizational Study” at Sidhi Vinayaka Fab Engineering Pvt. Ltd., Bangalore for 1.5 months in 2016

**IT Skills**

**Spreadsheets & Presentation**  Excel, PowerPoint & Google Spreadsheets

**Communication & Social Media** Skype, Facebook, LinkedIn & Twitter etc.

**Operating System** Windows 98/2000/XP

**Web Servers** Apache Tomcat 6.0

**Academic Details**

* MBA (Marketing Management), Ramaiah Institute of Management Sciences, Bengaluru in 2014; secured first division
* B.E. (Computer Science &Engineering), Bhilai Institute of Technology, Bhilai in 2008; secured first division

**Extracurricular Activities/Academic Achievements**

* Awarded Consolation Prize in “National Level Technical Colloquium Phoenix 2008” for project “Broker Management” held at B.I.T.
* Received Appreciation Certificate for submitting project on Appliance and Fire Control, the project was developed in language “Asp.net” which gave remote or automatic control of things around the home as well as enhanced the security norms by means of fire system at Bhilai Institute of Technology in 2007
* AdjudgedRunner-up in project competition for project “Appliance and Fire Control” held at B.I.T. in 2007
* Declared Runner-up in “Game On” in BIT UDAY, a National Level Tech Fest in 2008
* Won prize in “Mind Twister” in BIT UDAY a National Level Tech Fest in 2008
* Participated in Summer Sports Camp held at school level in 2001
* Winner of Cricket Competition held at school in 2002
* Contributed in Sports Competition, Compeering & contributed as a Volunteer at BIT UDAY a National Level Tech Fest held at B.I.T. in 2006, 2007 & 2008
* Took part in sports and other competitions and received prizes both at school and masters level in 2013 & 2014

**Personal Details**

Date of Birth: 24thAugust1987

Languages Known: English, Hindi& Bengali

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