

# RAHUL MUKHERJEE

## PERSONAL INFORMATION

**First Name:** Rahul

**Last Name:** Mukherjee

**Preferred Name:** Rahul

**Middle Name:** NA

**Suffix:** Mr.

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**State / Province:** Karnataka

**City:** Bangalore

**Postal Code:** 560022

**LinkedIn Profile URL:** <https://www.linkedin.com/in/rahul-mukherjee1995>

**Portfolio / Website URL:**

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## PROFESSIONAL SUMMARY

Project Management professional with 4+ years of overall experience, including 2+ years leading cross-functional initiatives and complex programs in technology-enabled environments. Proven track record in managing large-scale, multi-stakeholder projects, driving operational excellence, and ensuring compliance with established standards. Strong expertise in stakeholder engagement, organizational management, and delivery execution, supported by an analytical, hands-on approach to implementing scalable, technology-driven solutions that enhance transparency, efficiency, and business outcomes.

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# WORK EXPERIENCE

## Associate Project Lead – Customer Engagement

### **TextileGenesis**

Bengaluru, Karnataka, India

**Start Date:** 06/2023

**End Date:** 10/2025

Led end-to-end delivery of large-scale supply chain traceability programs covering 14+ million units for American Eagle Outfitters and 12+ million units for Varner, supporting global brands including Mango, Eileen Fisher, GAP, and John Lewis & Partners.

Acted as the primary liaison between customers and internal teams to align execution with business and sustainability goals.

Drove customer-facing implementations and compliance across MMC, USCTP, SUPIMA, and Recycled Synthetics, building strong stakeholder relationships while ensuring transparency, data accuracy, and audit readiness across complex supply chains.

Contributed to product roadmap execution by developing Level 1 traceability and risk-management modules with a focus on footwear supply chains.

Proactively managed risks, dependencies, and delivery challenges using JIRA, resolving issues early to maintain timelines, drive adoption, and deliver a high-quality customer experience.

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## Buying and Merchandising Intern

### **PUMA Group**

Bengaluru, Karnataka, India

**Start Date:** 01/2023

**End Date:** 04/2023

Conducted in-depth research on the sports accessories and team apparel market, with a focus on socks, footwear, and cricket equipment, identifying product gaps, trends, and opportunities within the cricket-focused sportswear segment.

Collected direct product and performance feedback from members of the Indian Women's Cricket team, translating athlete insights into actionable inputs for product development, fit optimization, and material selection.

Expanded customer reach within the sports apparel market by targeting new user segments and addressing key sizing challenges across socks, belts, and cricket bats, improving product usability, fit consistency, and overall customer satisfaction.

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## **Buying Intern**

### **Reliance Brands Limited – Armani Exchange**

Gurugram, Haryana, India

**Start Date:** 06/2022

**End Date:** 07/2022

Owned buying and planning for the Armani Exchange brand, managing assortments, seasonal demand planning, and stock allocation to support revenue targets and brand positioning within a premium retail environment.

Led footwear-focused market and trend analysis to shape the SS23 buying strategy, balancing fashion direction, pricing architecture, and consumer demand. Executed inventory planning for the SS22 second delivery, ensuring optimal stock availability across stores while reducing overstock and missed sales opportunities.

Strengthened the luxury retail customer experience through service-led initiatives and in-store environment improvements.

Developed a Product Care Manual to reinforce brand value and product longevity for customers, and a Training Manual for front-end teams to elevate product knowledge, service consistency, and premium selling standards.

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## **Campus Ambassador and Micro Community Manager**

### **Digit.in (9.9 Group)**

Remote

**Start Date:** 04/2020

**End Date:** 04/2021

Built and scaled micro-level gaming communities, creating structured spaces for gamers to connect, collaborate, and engage consistently across online and offline channels.

Partnered with colleges and student groups to expand the reach and impact of gaming initiatives, driving awareness and participation through targeted outreach and campus-led collaborations.

Organized gaming nights and community events to strengthen engagement and retention, while developing platform-level strategies to maximize audience reach, drive sustained community growth, and increase participation across gaming ecosystems.

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## **Research Analyst**

### **A2Z Planner & Solutions Pvt. Ltd.**

Kolkata, West Bengal, India

**Start Date:** 10/2018

**End Date:** 11/2019

Conducted financial analysis, management research, and annual report reviews to generate insights that supported strategic decision-making and informed business and academic outcomes.

Designed and executed market research strategies to identify trends, opportunities, and competitive dynamics, translating data into clear, actionable recommendations.

Led and mentored junior academic researchers, strengthening team output through structured guidance and process improvements, while enhancing training programs to improve researcher efficiency, performance, and skill development.

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## **Business Development and Operations**

### **Maneyo Food Pvt. Ltd.**

Kolkata, West Bengal, India

**Start Date:** 06/2018

**End Date:** 09/2018

Drove B2B customer acquisition, successfully expanding the company's client base through targeted outreach, relationship building, and deal execution.

Led and managed the B2C operations team, overseeing day-to-day performance, workflow efficiency, and target achievement while ensuring consistent service standards.

Built strong, long-term customer relationships and handled customer grievance resolution with a focus on trust, retention, and satisfaction, while providing overall supervision to ensure smooth, efficient, and reliable operations.

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## **Customer Service Associate**

### **Cegura Technology Solutions**

Kolkata, West Bengal, India

**Start Date:** 08/2017

**End Date:** 10/2017

Conducted user persona analysis to deeply understand target user needs, behaviors, and preferences, helping define clear user segments and problem statements for product development.

Built direct communication channels with users across multiple consumer electronics products, leading and facilitating user interviews to capture real-world feedback on product usage, pain points, and expectations.

Designed and administered surveys to collect quantitative insights, then analyzed combined qualitative and quantitative data to identify key user requirements, validate assumptions, and inform product improvements and roadmap decisions.

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## Tech Support Associate

**Met Technologies Pvt. Ltd.**

Kolkata, West Bengal, India

**Start Date:** 05/2014

**End Date:** 07/2014

Drove sales and customer acquisition by pitching and closing new tariff plans for Australian consumers, directly contributing to revenue growth through clear, outcome-focused sales conversations.

Performed detailed needs analysis by understanding individual customer preferences and behaviors, enabling accurate recommendations of the most suitable tariff plans and improving conversion rates.

Developed a strong understanding of Australian consumer personas, leveraging deep product knowledge and persuasive communication to build rapport, address objections, and deliver clear, confident value propositions.

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## EDUCATION

### Masters (MFM)

**Field of Study:** Business, Management, Marketing, Fashion Retail, Supply chain, Consumer Behaviour

**Institution Name:** National Institute of Fashion Technology (NIFT), Kannur  
Kannur, Kerala, India

**Start Year:** 2021

**End Year:** 2023

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### Bachelor (Honours)

**Field of Study:** Business / Commerce

**Institution Name:** Heramba Chandra College  
Kolkata, West Bengal, India

**Start Year:** 2014

**End Year:** 2017

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## **SKILLS**

Project Management, Supply Chain Management, Traceability Systems, Sustainability Standards, Stakeholder Management, Product Management, Market Research, Data Analysis, Financial Analysis, Microsoft Excel, Cross-Functional Collaboration, JIRA, CRM Platforms, MS Office, Business Modelling, Customer Engagement

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## **CERTIFICATIONS**

### **Certificate in Accounting Technicians**

**Issuing Organization:** Institute of Cost Accountants of India

**Year Obtained:** 2021

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### **Google India Challenge Scholarship – Front-End Web Developer**

**Issuing Organization:** Udacity

**Year Obtained:** 2018

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### **FTCP Hardware Networking**

**Issuing Organization:** PMKVY

**Year Obtained:** 2017

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## **PROJECTS**

### **Research Paper**

**Role:** Independent Researcher

**Start Date:** 2021

**End Date:** Ongoing

- Studying the role of fashion in influencing consumer buying behavior within the technology marketplace
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# VOLUNTEER EXPERIENCE

## Skill Development Trainer

**Organization Name:** Kudumbasree (Government of Kerala)

**Location:** NIFT Kannur, Kerala, India

**Start Date:** 10/2022

**End Date:** 10/2022

- Facilitated rural artisans on WhatsApp marketing techniques
  - Supported onboarding of artisan digital profiles to improve market access
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## WORK AUTHORIZATION

**Work Authorization Country:** India

**Visa / Permit Status:** Yes

**Willing to Relocate:** Yes

**Willing to Travel:** Yes

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## ADDITIONAL INFORMATION

**Tools / Platforms:** JIRA, Outlook, Monday.com

**Compliance Standards:** MMC, USCTP, SUPIMA, and Recycled Synthetics

**Industry Exposure Notes:** Fashion, Apparel, Footwear, Sustainability, Traceability  
Technology, Global Supply Chains

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## EMPLOYMENT PREFERENCES

**Employment Type Preference:** Full Time

**Notice Period:** 0 days

**Expected Salary:** Negotiable