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# KAKOLI MONDAL

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## PROFESSIONAL SUMMARY

An accomplished marketing professional with extensive experience in planning, strategizing and developing innovative marketing, communications, public relations and business plans. Proven success in identifying the correct platform, which generates leads and supports business development efforts. Highly skilled in managing development, production, and distribution of promotional and collateral materials, along with planning and organizing corporate, architect events and exhibitions.

## EXPERIENCE

### Marketing Operation Specialist | Accenture Solutions Private Ltd

*Dec 2022 - Current*

- Identify and manage milestones and dependencies across multiple stakeholders, ensuring clear accountabilities and a shared understanding of impact in the marketing operations center.
- Ensure initiatives meet schedule, budget, and quality commitments.
- Track, measure, and report project costs, performance issues, and risks.
- Support standard management reporting processes and metrics throughout the delivery or product organization.

### Marketing Manager | aluplast India Pvt Ltd

*Feb 2020 – Dec 2022*

- Planned, strategized and developed concepts for innovative marketing, communications, public relations, and business plans.
- Conceptualized, planned, and monitored the Google AdWords campaigns and coordinate with the agency on a day-to-day basis.
- Strategic program development and implementation of social media using Facebook, Instagram & LinkedIn.
- Plan budget forecasting and responsible for tracking expenses and utilizing them in the most effective way.
- Identified the correct platform, which generated leads and supported business development efforts.
- Managing development, production, and distribution of promotional and collateral materials.
- Responsible for planning and organizing corporate, and architectural events and exhibitions.
  - Successfully organized participation of the company and planned product launch at exhibition **Zak Building and Doors, Mumbai 2021 in 8 days.**
- Visualized, planned, designed, and negotiated with the vendor and effectively set up the corporate showroom.

## Achievement

- Generated over **10,000 end-user enquiries** through extensive research and analysis, which generated **1000% revenue** compared to investment over a period of 1 year.
- Increase in **website traffic by 3000%** by developing and measuring integrated strategy.
- Increase in **Facebook page reach by 250%** and **Instagram by 458%**.

### Sr. Marketing Executive | Rex-Tone Industries Limited (A. T. Inks)

*June 2018 - Jan 2020*

- Planning, organizing events and exhibitions. Successfully planned and represented in 8 exhibitions. (APPEXPO 2018 - Int'l Ad & Sign Expo, Shanghai (China), Media Expo - Delhi, Mumbai 2018 and 2019, Gartex Texpress India 2019, Delhi)
- Creating design for various substrates for Dye-Sublimation inks, UV inks and Solvents inks.
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, WhatsApp and e-mail etc.).
- Coordinate with advertising and media experts to improve marketing results. Plan and manage social media platforms.
- Supervising advertising, product design and other forms of marketing to maintain consistency in branding.

## **Sr. Marketing Executive | aluplast India Pvt Ltd**

*March 2016 – December 2017*

- Managed all marketing activities advertising, promotions, corporate communication, PR, graphic designing, creating content, vendor management etc.
- Organized and executed company representation in trade shows for booths for exhibitions.  
(The Economic Times ACETECH – Delhi 2016, Bangalore 2017, Delhi 2017)
  - Zak Doors & Windows Expo – Mumbai 2017
  - Vibrant Gujarat Global Summit 2017, Gandhi Nagar
  - International Innovation Days - India (2016) and South Africa (2017).
- Designed, edited, published yearly Magazine “Professional Windows” for 2016 and 2017.
- Maintained website, print advertisements, and corporate sales collateral including designing and developed bilingual (English, Arabic and Farsi) catalogs and brochures for India and international (Middle east).

## **Social Media Manager and Sr. Graphic Designer | Gridscape Solutions**

*Sep 2014 – March 2016*

## **EDUCATION**

### **Advance Diploma in Graphics Design**

Compusoft Computer Education, June 2012

### **Post Graduate Diploma in Business Administration**

Maharaja Sayajirao University, Baroda April 2010

### **Bachelor in Commerce (Accountancy)**

Maharaja Sayajirao University, Baroda April 2009

## **SOFTWARE and TOOLS**

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|---|-----------------------------|
| • Adobe Creative Suite<br>(Illustrator   Photoshop   InDesign   Premiere Pro) | • Microsoft Office          |
| • Corel Draw  | • Weblication and Mailchimp |

## **INTERESTS**

Travelling | Photography | Painting | Contemporary Dancing | Reading