



## Kunal Shah

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EDUCATIONAL QUALIFICATIONS			
Degree	Institute/University/Board	% / CGPA	Year
PGDM (Major Marketing & Minor Finance)	International Management Institute Kolkata	Pursuing	2022-2024
Bcom (Honours)	The Bhawanipur Education Society College	80.57%	2018-2021
Intermediate (CBSE)	Hariyana Vidya Mandir	89.6%	2017-2018
Matriculation (CBSE)	Hariyana Vidya Mandir	74.1%	2015-2016
ACADEMIC ACHIEVEMENTS			
Scholarship	• Merit Scholarship of INR 1.5 L from IMI Kolkata for securing good marks in academics., 2022		
CERTIFICATIONS			
Communication	• Certified in Managerial Communication Course from British Council • Certified in Communication Skills Course from TCSiON		
MS Office	• Certified in Microsoft Excel by Udemy.		
Marketing	• Certified in “Fundamentals of Digital Marketing” course from Google - Digital Garage.		
SUMMER INTERNSHIP			
Marketing Intern	TexENIGMA	May 2023 – Jun 2023	
A Guided Digital Marketing for Startup Consultancy Success	• Worked on digital marketing strategies and leads generation for the company. • Worked on website content optimization, increased website traffic/conversions & organic search rankings. • Implemented content & campaigns to increase brand awareness and engagement. • Analyzed the clients business landscape and recommended strategies. • Researched about relevant case studies related to successful startups.		
ACADEMIC PROJECTS			
Boost Magnik India's sales using different strategies	• Developed & executed comprehensive sales & marketing strategies, incorporating corporate promotional activities, to enhance brand awareness & expand clientele., 2023 • Conducted market research & surveys in the digital & publishing industry, analyzing consumer pain points & preferences to develop innovative solutions for growth & customer satisfaction., 2023		
Local Business Accelerator Program	• Developed knowledge of retail industry and identified key strategies used by top companies, 2023 • Presented The Proposed Plan of Action & key findings to industry mentor, external & internal evaluators, 2023 • Learnt how strategy adaption works, 2023		
Outlook Publishing India	• Increased revenue by 30% by converting 10% of customers through leads generated & sales pitch tactics, 2022 • Conducted competitor analysis and presented a comprehensive report, leading to increased profitability., 2022		
POSITIONS OF RESPONSIBILITY			
Coordinator of Marketing Club	• Generated compelling posts & stories on social media platforms., 2022 - 2024 • Organized events & Guest Lecture for students to help them gain practical knowledge, 2022 - 2024		
Member of Sports Committee	• Organized college's annual sports and inter college tournament promoting sportsmanship culture, 2022 - 2024 • Developed sports budget for students to increase participation and improve campus morale., 2022 - 2024		
EXTRA-CURRICULAR ACHIEVEMENTS			
Sports	• Runner Up - Cricket Tournament - IMI-K Sports League		
Club Events	• 2nd Runner Up - niHRvana Competition - IMI Kolkata		
Club Events	• 1st Runner Up - War of Views 2.0 Competition - IMI Kolkata		
Club Event	• Secured 1st Position - Unrealities 4.0 Competition - IMI Kolkata		
SKILLS			
• Microsoft Office, Canva, SPSS • Communication, Problem Solving, Adaptability, Decision Making • Leadership, Team Player, Diligent and Organized			