

Kunal Goyal

MARKETING MANAGER | BRAND STRATEGY & DIGITAL MARKETING

Indore, Madhya Pradesh, India | +91 6267443132 | kunalgoyal0105@icloud.com | linkedin.com/in/kunal-goyal-marketing

PROFESSIONAL SUMMARY

Marketing professional with 3+ years of experience across digital marketing, brand strategy, campaign execution, SEO/SEM, and product launches. Current work includes complete India launch management and Amazon Ads for Lipcote & Co, plus an active row-house development venture. MBA Marketing candidate at NJIT with a 4.0 / 4.0 GPA, expected December 2026.

PROFESSIONAL EXPERIENCE

Marketing Manager

Jul 2026 - Present

Four Clowns India

- Managing the complete India launch for Lipcote & Co, the UK brand, including market-entry strategy, positioning, and brand presence building.
- Managing Amazon Ads activity generating 300,000+ monthly impressions as part of the India launch.

Business Venture

Aug 2026 - Present

Goyal Developers

- Working on a direct-to-end-user row-house development business with 10+ active projects on company-owned land.
- Supporting the venture's market position around construction quality and modern building technology.

Marketing Manager

May 2024 - Jan 2025

Four Clowns

- Directed end-to-end digital marketing operations and led a cross-functional design team to deliver cohesive brand campaigns.
- Built and launched a mobile-optimized mayoral campaign website for Fremont, California, and managed social media strategy that generated 10,000+ impressions within 50 days.
- Led product positioning and launch strategy for Bentlay Fittings Ltd., generating 500+ qualified leads across a 3-day live event at Jio World Convention Centre, Mumbai.

Marketing Intern

Jan 2024 - May 2024

Four Clowns

- Managed branding and marketing execution for a product launch; presented rebranding strategies across digital and traditional channels to B2C clients.
- Produced product brochures, video scripts, and LinkedIn articles to strengthen brand storytelling and digital presence.

Digital Marketing Intern

Jun 2023 - Aug 2023

Yuvaarth Technocrats Pvt. Ltd.

- Designed and executed a digital marketing plan to generate pre-launch buzz and app awareness across social media platforms.
- Implemented on-page SEO strategies for the company website and mobile app to improve organic search rankings and discoverability.

Marketing Intern

May 2022 - Jul 2022

Sterling Perfumes LLC | Dubai

- Managed e-commerce product listings and implemented SEO-focused content and blogs to strengthen SERP visibility and online sales performance.
- Analysed keyword performance, bounce rates, and traffic sources to inform marketing decisions.

EDUCATION

New Jersey Institute of Technology (NJIT) MBA, Marketing GPA: 4.0 / 4.0	Expected Dec 2026
Symbiosis University of Applied Sciences, India BBA, Digital Marketing Score: 87.31%	2024

CORE SKILLS

Digital Marketing	Brand Strategy	SEO / SEM
PPC Advertising	Social Media Marketing	Content Marketing
Campaign Management	Market Research	E-Commerce (Shopify)
Marketing Analytics	Team Leadership	B2C Marketing
Competitive Analysis	Integrated Marketing Communications	

CERTIFICATIONS

Social & Behavioural Research CITI Program 2025	RCR Basics CITI Program 2025
Career Essentials in Generative AI Microsoft & LinkedIn 2023	PPC Marketing Strategy SEMrush 2023

LEADERSHIP AND INVOLVEMENT

- Marketing Head - Student Council** | Symbiosis University of Applied Sciences | Mar 2023 - Apr 2023
- Spearheaded two editions of SYMBUZZ, the university's sports and cultural event, managing promotion, planning, and execution.
 - Served as Class Representative for Semesters 1 and 2, connecting faculty and the student body.
 - Volunteered at university Convocation, coordinating marketing communications and IT support.

LANGUAGES AND INTERESTS

Languages: English (Fluent), Hindi (Native) **Interests:** Marketing Analytics, Advertising Strategy, Travel