

Kunal Goyal

MBA Candidate — Marketing | Digital Marketing & Brand Strategy

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PROFESSIONAL SUMMARY

Results-driven **Marketing professional with 3+ years of experience** spanning digital marketing, brand strategy, SEO/SEM, and campaign management. Proven track record of driving measurable outcomes — including **10,000+ social impressions** and **500+ qualified leads**. Currently pursuing **MBA in Marketing at NJIT (4.0 GPA)** with expertise in data-driven decision-making, content marketing, and integrated marketing communications.

EDUCATION

New Jersey Institute of Technology (NJIT)

Expected Dec 2026

MBA, Marketing | GPA: 4.0 / 4.0

Symbiosis University of Applied Sciences, India

2024

BBA, Digital Marketing | Score: 87.31%

PROFESSIONAL EXPERIENCE

Four Clowns

May 2024 – Jan 2025

Marketing Manager

- Directed **end-to-end digital marketing operations** and led a cross-functional design team to deliver cohesive brand campaigns, increasing audience engagement and brand visibility.
- Built and launched a mayoral campaign website** (Fremont, CA) with full mobile optimization; managed social media strategy generating **10,000+ impressions within 50 days**.
- Led product positioning and launch strategy** for Bentlay Fittings Ltd.; drove **500+ qualified leads** across a 3-day live event at Jio World Convention Centre, Mumbai.

Four Clowns

Jan 2024 – May 2024

Marketing Intern

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

Yuvaarth Technocrats Pvt. Ltd.

Jun 2023 – Aug 2023

Digital Marketing Intern

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

Sterling Perfumes LLC · Dubai

May 2022 – Jul 2022

Marketing Intern

- Managed e-commerce product listings** and implemented SEO-focused content and blogs, boosting SERP visibility and online sales performance.
- Analysed website traffic metrics** — keyword performance, bounce rates, and traffic sources — to inform data-driven marketing decisions.

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 & INVOLVEMENT

Symbiosis University of Applied Sciences

Mar 2023 – Apr 2023

Marketing Head – Student Council

- **Spearheaded two editions of SYMBUZZ**, the university's flagship sports and cultural event, managing end-to-end promotion, planning, and execution.
- **Served as Class Representative** for Semesters 1 & 2, bridging communication between faculty and student body.
- **Volunteered at university Convocation**, coordinating marketing communications and IT support for seamless event execution.

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