

Ishaan Kohli

Marketing Management Trainee

New Delhi · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

MBA marketing graduate with a summer internship in brand management at a packaged foods company and a live project on dealer marketing for a paints brand. Comfortable with consumer research, competitor tracking, campaign briefs and basic media planning across print, outdoor and digital. Looking for a marketing management trainee or brand executive role in consumer goods.

SKILLS

Consumer research · Campaign briefs · Competitor tracking · Media planning basics · Trade and retail marketing · Market sizing · Excel and PowerPoint · Google Analytics basics

EXPERIENCE

Brand Management Intern — Packaged foods company with snacks and ready-to-cook brands, Gurugram

2-month summer internship

- Ran 30 in-home interviews in Delhi and Jaipur on breakfast habits, feeding into the brief for a ready-to-cook poha launch.
- Compared pack sizes, prices and shelf placement of competitors across 25 modern trade stores.
- Drafted a regional launch plan with print, outdoor and social media options, presented to the brand manager.

Live Project Trainee — Decorative paints manufacturer, New Delhi

6 weeks

- Surveyed 40 paint dealers on in-store branding and painter loyalty programmes in west Delhi.
- Recommended a shade-card refresh and painter meet calendar that the area sales team piloted.

EDUCATION

MBA in Marketing — Private business school, Greater Noida

Winner, inter-college brand plan competition

BBA — College affiliated to a state university, New Delhi

CERTIFICATIONS AND REGISTRATIONS

- Google Ads Search Certification
- Digital Marketing Fundamentals, online course

PROJECTS

- College fest sponsorship — raised sponsorship from local brands and planned their on-ground activations

LANGUAGES

English · Hindi · Punjabi