

# ROHINI MUKHERJEE, MSHR, MBA

## DIGITAL MARKETING & BUSINESS OPERATIONS

Strategic operational front-runner with nearly ten years' experience in business administration, human resources and marketing.

### Contact

Rochester, NY 14623

(347) 420 3173

rohini.jsr@gmail.com



### Education

**Rochester Institute of Technology**  
*Saunders College of Business*  
Master of Business Administration  
**Concentration: Digital Marketing**

**Rochester Institute of Technology**  
*College of Applied Science and Technology*  
Master's in Human Resource Development

**St. Xavier's College**  
Bachelor's in Economics

### Projects

Lead a team as a project head to research and present how Blockchain technology can help a consumer (and a vendor) measure the worth of an item and its authenticity where the absence of pricing transparency acts as major deterrent to would be participants on both sides of the trade

Conducted various marketing related case analysis on companies like:  
Burger King – Developing a Marketing Mix for Growth  
Magellan Boatworks  
Longchamp  
DeBeers – Marketing Diamonds to Millennials

### Professional History

**Marketing Summer Associate**  
**Leopard Solutions, New York, New York**

07/2019 – 09/2019

- Saved the marketing department over \$20,000 by helping to keep the website redesign project in-house
- Researched SEO best practices and implemented popular keywords into site content and meta-descriptions
- Curated website, social media and newsletter content
- Conducted competitive market research, gathered intelligence product offerings
- Managed weekly blogs and Social Media posts using WordPress and Pardot
- Managed the weekly newsletter and webinar information that went out to existing clients.
- Assisted in the design of an in-house lifestyle survey, the results of which will lead to a whitepaper and other platform enhancements
- Assisted with the ongoing planning of a successful programmatic (digital) display campaign using the visitor data and liaised with the VP of global sales to create a list of potential clients from website visitors to fill the sales funnel

**Graduate Research Assistant**  
**Rochester Institute of Technology, Rochester, NY.**

2018 – present

- Research assistant to the professor of Urban Entrepreneurship at Saunders College of Business
- Provide relevant and credible sources for lectures, speaking engagements and future publications

**Entrepreneur/Owner**  
**Cake Inc., Bangalore, India.**

2015 - 2018

- A self-start up that dealt with high end bakery products. Used grass-root marketing techniques built on top of social media tools like Facebook, Instagram to build brand awareness from ground up leading to 4 times the sales growth quarter over quarter

**COO/Partner** 2012 - 2014  
**Designclature, Kolkata, India**

- Managed the Social Media marketing for the company. The platforms used were primarily Twitter and Facebook.
- Handled Project Management. Made sure all projects were delivered on time after reviewing them
- Dealt with all our overseas clients and managed client portfolio
- Attended meetings with prospective clients for bringing future business to the company.

## Key Skills

WordPress – Blogs

WordPress – Website design

Sales Force

Multiview

Marketing

Project Management

- Attended various technology related conferences to spread awareness of the company.

### Head of Human Resources

2011 - 2012

*Bina Metal Way Pvt. Ltd., Jamshedpur, India.*

- Designed and Implemented Job Shadowing and Mentoring programs for employees
- Developed and Implemented a 360-degree Performance Appraisal System which resulted in a 15% increase in efficiency
- Oversaw the organization of Quarterly team building activities for better co- ordination and communication among employees and departments
- Introduced a rewards & recognition program to increase employee motivation.