

Sauli Sarkar

Marketing postgraduate with distinction from Queen Mary University of London and a background in design, with hands-on experience in Creative Marketing and international E-commerce operations. Combines creative design thinking with practical marketing knowledge and global perspective gained through multicultural experiences. Seeking opportunities in Performance Marketing, Branding and E-commerce

CONTACT

Phone no.: 8700402583

Email: saulisarkar06@gmail.com

Website: www.saulisarkar.com

Gurugram, India

EDUCATION

Master of Science (MSc) in Marketing — Distinction

Queen Mary University of London,
UK | 2023 – 2024

Bachelor of Design (B. Des) in Footwear Design & Technology

Footwear Design and
Development Institute Kolkata,
India | 2018 – 2022

SKILLS

- Graphic Designing (Adobe Photoshop, Adobe Illustrator, Corel Draw)
- Motion Graphics (Adobe After Effects, Adobe Premiere Pro)
- Microsoft Suite (Word, PowerPoint, Excel)
- Copywriting & Content writing (Social media campaigns, ad copy, website post)
- Market Research

EXPERIENCE

E-commerce & Independent Business

London, UK

2024 - 2025

- Founded and managed an independent online store on eBay and Vinted, overseeing end-to-end business operations
- Handled product sourcing, pricing strategy, and listing
- Managed customer relationships, order fulfilment, and after-sales service ensuring positive customer experience
- Applied platform-based promotion techniques to drive traffic and sales
- Analysed sales performance and customer trends to refine product offerings and pricing strategies

Management Trainee – Marketing

Ajanta Shoes Pvt. Ltd., Kolkata, India

2022 – 2023

- Led marketing initiatives for a leading footwear company (~£50M revenue)
- Contributed to the development and execution of digital marketing strategies for *Impakto*, a sports shoe segment
- Monitored campaign performance and provided data-driven recommendations to optimize marketing effectiveness
- Collaborated with cross-functional teams (product, design, sales) to ensure consistent brand positioning across channels
- Executed marketing campaigns that contributed to a **5% increase in sales within 6 months**

Product Development Intern

Ajanta Shoes Pvt. Ltd., Kolkata, India

Aug 2021 – Oct 2021

- Developed and visually refined footwear designs using Shoemaster, Adobe Photoshop, and Illustrator, ensuring precision and production readiness
- Supported the end-to-end product development process from material sourcing to manufacturing
- Conducted competitor analysis and market research to identify design trends and consumer preferences