



# Prince Mallick

MSc International Marketing and Business Strategies

London, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Hindi (Native)

## About

A marketing strategist with a master's degree in International Marketing and Business Strategies from Queen Mary University of London, and a bachelor's degree in business administration from Cardiff Metropolitan University and Universal Business School. Possessing global and digital expertise, as well as strong skills in analytics, creativity, and communication.

Recently worked as a Brand Associate at IdeateLabs, where they crafted and implemented impactful marketing strategies for clients in the digital services sector. Spearheaded a successful marketing campaign for Tata Tele Business Services, enhancing brand awareness and driving market share growth. Collaborated with cross-functional teams and fostered strong stakeholder relationships. Recognized for their positive team culture, work ethic, and project management abilities. Previously, gained valuable experience as a Retail Assistant at Primark and an Account Management Intern at IdeateLabs.

Motivated by challenges and opportunities to learn and grow. Committed to sustainability and ethics in business and marketing. Seeking to leverage their marketing knowledge and experience to contribute to the success of innovative and socially responsible organizations.

### BRANDS WORKED WITH

- Primark
- IdeateLabs
- TheDigitalFellow
- Sports Club, Universal Business School
- Shriram Life Insurance
- ExCoLearn Pvt. Ltd.

## Experience



### Retail Assistant

Primark | Nov 2023 - Jan 2024

Gained valuable experience as a Retail Assistant at Primark, effectively contributing to the seamless operation of the retail environment. Demonstrated proficiency in customer service, inventory management, and maintaining store aesthetics. Adept at assisting customers, handling transactions, and ensuring a positive shopping experience. Committed to upholding Primark's standards of service and enhancing overall customer satisfaction in a fast paced retail environment.



### Brand Associate

IdeateLabs | Aug 2022 - Jun 2023

Experienced Brand Associate at Ionz Digital Pvt. Ltd. adept at crafting and implementing impactful marketing strategies. Skilled in fostering strong stakeholder relationships and showcasing proficiency in analytics, creativity, and communication. Proven track record of successful marketing campaigns within dynamic team settings. Recognized for contributing to positive team culture and adeptly managing multiple projects simultaneously. Demonstrated a strong work ethic, attention to detail, and effectiveness in collaborative environments. Key achievements include spearheading a successful marketing campaign for Tata Tele Business Services, enhancing brand awareness, and driving market share growth. Specialized in building client relations and presenting compelling pitches for additional business development projects.



### Account Management Intern

IdeateLabs | May 2022 - Aug 2022

Collaborated with seasoned professionals to nurture client relationships for Tata Tele Business Services and Reliance Fashion Factory within the digital services sector. Orchestrated seamless coordination across departments including Creative, SEO, UI/UX, Studio, and Finance through

proactive communication. Leveraged data analysis to deliver actionable insights, driving informed decision-making and strategic initiatives.



- **Digital Marketing Intern**  
TheDigitalFellow | Dec 2021 - Feb 2022

- **Crew Member**  
Sports Club, Universal Business School | Jun 2020 - Jul 2021



- **sales and digital marketing**  
Shriram Life Insurance | Jun 2020 - Jul 2020

- **Team Supervisor**  
ExCoLearn Pvt. Ltd. | Jul 2018 - Jun 2020

## Education & Training

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- 2023 - 2024 ● **Queen Mary University of London**  
MSc Ft International Marketing and Business Strategies,
- 2018 - 2021 ● **Cardiff Metropolitan University**  
Bachelor of Business Administration - BBA,
- 2018 - 2021 ● **Universal Business School**  
Bachelor of Business Administration - BBA,