**Kunal Duggal**  *kunal.duggal@temple.edu*

### 1712 North Bouvier Street | Philadelphia | PA | 19121 | Unit B | 215.939.1579

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

***Bachelor of Business Administration, Graduation: May 2021 Major: Management Information Systems, Minor Marketing & Digital Media Technology***

GPA: 3.74, Dean’s List: Fall 2017 - Present

# ACTIVITIES AND AWARDS:

* **Technical.ly**, Guest Writer
* **Sol Tuttelman Memorial Award,** students that excel in leadership & entrepreneurship
* **Student Success Center,** Videographer

EXPERIENCE:

Cherry Consulting, Philadelphia PA August 2018 – Present

**Internal Director**

* Strategize a functional marketing plan for student run marketing agency.
* Manage a team of project managers each with five or more student consultants.
* Ensure the utmost hospitality with clients.
* Invigorate student consultants.

RED TETTEMER O’CONNELL+ PARTNERS, Philadelphia PA May 2018 – August 2019

**Account & Media Intern**

* Assisted in the development of materials produced for social, digital, TV, and print.
* Completed a full competitive analysis for Dietz & Watson utilizing excel, analyzing 65 competitors.
* Aided Account and Strategy teams with competitive research, strategy and project development.
* Worked directly with various levels of the Account Management team, provided day-to-day internal support for clients such as Dietz & Watson, DICK’S Sporting Goods, Stanley Black & Decker, Unreal, Bedhead, and Donut Shop Coffee.

WHAT IF INNOVATION FESTIVAL, Philadelphia, PA January 2018 – Present

**Marketing Coordinator**

* Designed eye-catching posters, flyers, banners and digital signage, which received 1000+ daily student views.
* Currently lead discussions with Temple University faculty to brainstorm and implement realistic marketing plans while maintaining Temple University’s brand and policy.
* Created a new marketing strategy focused on increasing the What IF Innovation Festival’s brand awareness and overall attendance. Implemented various social media platforms, grassroot promotional strategies, and a new website design.

SAXBYS, Philadelphia, PA October 2017 – Present

**Host & Barista**

* Coordinate with teams of two to five team members to maintain the café.
* Multitask a wide variety of orders by working strategically on multiple drinks and food items to assure fastest delivery time.
* Provid~~e~~ coffee to a diverse consumer base while ensuring customer satisfaction.

# SKILLS: Web Design, Videography, Communication, Active Listening, and Cooperation