ISHAAN JAIN

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Professional Summary

International business and growth professional with experience expanding consumer brands across **50+ countries**. Generated **₹2 Cr+ incremental revenue in 3 quarters** through global product launches and built a **₹35 Lakh+ cross-border e-commerce venture**. Skilled in export marketing, distributor development, key account management and commercial growth.

Education

MASTERS' UNION 2026 - Present

PGP in Technology & Business Management | **Merit Scholarship Holder (20/400+)** | Built ORA to **₹2.5L+** sales Gurgaon

ST. XAVIER'S UNIVERSITY 2020 - 2023

B.Com (Hons), CGPA 7.85/10 | Treasurer, XCMS **(1/200)** | **5 podium finishes** in national case competitions Kolkata

DELHI PUBLIC SCHOOL MEGACITY 2005 - 2020

ISC XII: 90.5% | ICSE X: 91.6%, **100/100 Commerce** | Interact Club Captain | Director **(1/8)**, Megabizzwq 2019 Kolkata

Experience

LINC LIMITED Mar'25 - Jun'26

Deputy Manager Kolkata

Product Growth & Market Development

- Generated **₹2 Cr+ revenue in 3 quarters (FY26)** by driving new product launches for all in-house brands across **50+ countries**
- Launched **3 product lines: Pentonic Pastel, Pentonic CLR and Linc Dust Free Eraser** across APAC, MEA, Europe and LATAM
- Customised packaging **(blister packs, jar, card pack)** for **4 markets** (UAE, Greece, Lebanon, Yemen) per regional requirements
- Orchestrated **ATL, BTL and digital campaigns** across **5 countries** (Indonesia, UAE, Greece, Brazil, Oman) to lift visibility

Global Expansion & Trade Marketing

- Saved **₹35 lakhs in** global exhibition costs by vendor negotiations while leading B2B and B2C trade shows across **3 continents**
- Secured retail shelf space in the **biggest regional Modern Trade chains**: Jumbo and Public in Greece, Lulu and Carrefour in UAE
- Executed **3 expos yielding 10,000+ footfall and 100+ leads each**, 5 more this year, under the **'50 Years of Linc'** global campaign
- Designed the **'50 Years of Linc'** campaign end to end: logo, trade merchandise and stall design, now the global standard
- Set up **120+ dealer boards** across Jakarta and Oman and launched distributor social channels: lincpentonic.id, pentonicgreece

ETERNAL LIMITED Sep'23 - Mar'25

Key Accounts Manager **Kolkata**

Revenue Growth & Portfolio Management

- Generated **23% of Kolkata Dining GMV** and **20% of Dining Ads revenue** (highest in city) via portfolio growth and ads adoption
- **1/12** to achieve **100% target attainment** across an almost 2-year tenure via bespoke sales strategies and client retention
- Delivered **7-10x average ROAS** by planning and optimising in-app ad campaigns across Kolkata's dining merchant portfolio

Merchant Growth & Market Activation

- Solely led the **2024 Zomato Gold Dining Carnival** for Kolkata with **300+ participating restaurants**, inc. engagement and growth
- Boosted partner revenue 10x for **Just Baked (50+ outlets)** & **10 Downing Street** via data-backed pricing & promotion strategies
- Retained **90%+** of dining ad clients through focused cross-selling and upselling of platform products, lifting customer LTV

Internships

ETERNAL LIMITED Jun'23 - Sep'23

Dining Out Intern **Kolkata**

- Acquired **100+ restaurants**, a standing record at the Kolkata dining team, via strategic merchant onboarding on Zomato Pay
- Secured the **first-ever full-time offer to a Kolkata dining team intern** and the only internship extension, exceeding all KPIs

Projects

ORA PERFUMES Jul'26 - Sep'26

Co-Founder **Gurgaon**

- Scaled a bootstrapped D2C fragrance brand from 0 to **₹2.5L+ revenue in 8 weeks**, alongside a full-time MBA
- Launched **4-scent, 8-SKU** premium gourmand portfolio at **25%+ oil concentration**; 100% in-house manufacturing and QC
- Built a **2-channel GTM** (Shopify e-commerce + offline pop-up retail), owning the customer acquisition and conversion funnel

DOOR STEP ESSENTIALS EU Apr'20 - Mar'23

Founder **Kolkata**

- Bootstrapped and scaled a cross-border e-commerce venture to **₹35 Lakh+ revenue** across Germany, France, Italy and the UK

Leadership

FOCOS CLUB (MASTERS' UNION) Jul'26 - Jun'27

Core Member **Gurgaon**

- Selected as (**1/9)** core committee members of the FoCoS Club, entrusted with organising the club's college events
- Organised **Founder Offline and NUCLEUS**, securing a Park+ Founders' Office speaker and a panel of 5 industry experts

XAVIER'S COMMERCE AND MANAGEMENT SOCIETY Jun'22 - May'23

Treasurer and Board Member **Kolkata**

- Raised **₹10 Lakh+ in sponsorship** from Linc Pens, Zink London and Plum by leading sponsor outreach and society budgeting
- Executed **4 inter-college events with 4k+ footfall;** handled team of **200+ team members** cross functionally

Achievements

- **(1/50) teams** at the Consumer Behaviour ODC (Pepperfry): complete business diagnosis and **RCA-based 180-day action plan**
- Ranked **Top 10 of 500+ teams** nationally at SRCC Business Conclave 2023, with a startup GTM strategy and Google-set cases

Extra-curricular

- Secured **1st in finance and 2nd in rebranding** at UMANG 2022, Bhawanipur Education Society's premier pan-India festival
- Awarded **1st Place in the Finance Competition** at Managedia 2022, iLEAD's premier inter-collegiate business festival
- Won **2nd Position in Finesse** (a finance-based strategy case competition) at XMC 2022 hosted by St. Xavier's College Kolkata

Social Impact

LEO CLUB OF KOLKATA SEALDAH 2021 - 2022

President **Kolkata**

- Provided nutrition to **5,000+ underserved individuals** via **5 large-scale food drives** under Spreading Smiles across Kolkata
- Broadened community outreach by directing a **20+ member volunteer team** across diverse social impact initiatives

Skills

Business Skills: International Business Development | Trade Marketing | Key Account Management | Business Strategy
Technical Skills: Microsoft 365 | Google AI Studio | E-Commerce Operations | SEO