



Om Koli

PRODUCT, RESEARCH & SALES ENTHUSIAST
DIGITAL MARKETING STRATEGIST
DRIVING INNOVATION, GROWTH & CUSTOMER SUCCESS



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7798864219



PROFILE

Aspiring Product and Marketing Consultant with a strong foundation in digital marketing, market research, and product strategy. Developed hands-on skills through diverse projects across digital business, sustainability, and gaming-e-commerce domains. Proficient in data-driven tools (Power BI, SPSS, Excel), passionate about using insights and innovation to solve business challenges. Eager to contribute to dynamic teams and drive measurable impact in product marketing, sales strategy, and market research.



WORK EXPERIENCE

Global Synergizers Group

May 2025 – Present

Special Projects & Partnerships Associate to the COO

Supporting business development, government engagement, fundraising, and strategic partnerships across Shuddha Space, Socion Impact, and Impactium Advisory. Responsible for lead tracking, ecosystem mapping, proposal drafting, and managing high-level communications and operational follow-ups for the COO's office.



CORE COMPETENCIES

Product & Market Research

Digital Marketing Strategy

Business Development & Partnerships

Sales Enablement

Government Engagement & Ecosystem Collaboration

Data Analysis & Visualization

Project Coordination & Execution

Sustainability & ESG Integration



INTERSHIPS

Global Synergizers

Research Intern

- Conducted research across 5 districts in Maharashtra; performed SWOT analysis of entrepreneurial ecosystems and suggested policy interventions and capacity-building strategies.

Mascot Enterprise, Pune

Sales & Marketing Intern

- Collaborated with the B2B sales team on proposals and contracts; supported client outreach and product demos for VMC tools and stabilizers.

Global Citizen Leadership : Aranya Niraan

Sustainability & Market Strategy Intern

- Researched sustainable crafting techniques for SHGs; developed marketing, pricing, and community engagement strategies for artisan products.



EDUCATION

PGDM – E-Business Marketing

Prin. L. N. Welingkar Institute of Management Development & Research

2023–2025

Bachelor of Technology – Mechanical Engineering

KIT's College of Engineering, Kolhapur

2017–2021



ACHIEVEMENTS

- Completed KPMG's 16-hour Sustainability Certification, gaining hands-on experience with ESG frameworks and technologies.
- Achieved 90% in the Automotive Quiz by ARAI, Pune; scored 87% in Metal Cutting Process by STJTI, Haveri.