

Rohil Mittal

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WORK EXPERIENCE

Eastern Road Carriers Pvt. Ltd. (ERC India), Kolkata, India

May 2025 – Present

Business Development & Operations Associate

- Drive business development for ERC India's freight and logistics operations across East and Northeast India, targeting procurement contacts at manufacturers and shippers on key corridors such as Kolkata–Guwahati and Assam tea logistics.
- Design client-facing commercial materials, including standardized rate quotation templates and a digital consignment note system with QR/OTP-based authorization, to modernize client interactions.
- Conduct market and competitive intelligence research on regional logistics providers to inform pricing strategy and new business development.
- Build internal operations tools, including a simplified truck movement tracking system, to improve data accuracy and usability for ground staff.
- Create B2B outreach content and campaigns across LinkedIn and email to position ERC India as a trusted logistics partner on specialized freight corridors.

Suraksha Diagnostics, Kolkata, India

May 2020 – Aug 2023

Marketing Intern

- Created marketing brochures and social content that helped grow the company's Instagram following past 1,000 followers.
- Contributed to website layout design and cross-platform marketing strategy across Facebook, Instagram, and the company website.

EDUCATION

Indiana University, Kelley School of Business — Bloomington, IN

Aug 2021 - May 2025

Bachelor of Science in Business; Double Major in Entrepreneurship & Innovation and International Business

- IU Global Engagement Scholarship recipient (\$5,000/year, renewed annually), awarded to incoming first-year international students.

LEADERSHIP & COMMUNITY

Holding Hands, Kolkata, India — Founder

May 2020 – May 2021

- Founded an organization in partnership with Ramakrishna Mission Blind Boys Academy; recorded audiobooks and served as scribe for over 100 visually impaired students.

International Award for Young People (IAYP), India

Mar 2018

- Achieved Gold-level certification in trekking, including a climb of Kedarkantha peak (12,500 ft) in the Himalayas.
- Completed mandatory volunteering at elderly care homes as part of the IAYP requirements.

SKILLS / INTERESTS

Soccer | Innovative | Teamwork | Adaptable | CRM
