

## Contact Connect

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## My Power Moves

- **Brand Strategy & Awareness** : Develop and implement innovative marketing campaigns to strengthen brand presence and increase consumer engagement.
- **Digital Marketing & Content Creation** : Manage multi-platform digital initiatives, including social media, email marketing, website content, and paid advertising (Google Ads, Facebook, Instagram).
- **Campaign & Event Management** : Plan and execute promotional campaigns, seasonal releases, and product launches that resonate with target audiences.
- **Agency & Team Collaboration** : Lead and coordinate marketing agencies while aligning efforts with sales, distribution, and operations teams.
- **Performance Analytics & ROI Optimization** : Monitor campaign success using analytics tools like Google Analytics and social media insights, adjusting strategies for maximum impact.
- **Influencer & Community Engagement** : Build strong partnerships with influencers, brand ambassadors, and local communities to amplify brand reach and authenticity.
- **Budget Management & Optimization** : Ensure efficient allocation of marketing resources to drive ROI and business growth.
- **Industry Trend Analysis** : Stay ahead of market trends, competitor activities, and consumer preferences to inform marketing strategies.

## My Learning Quest

### Masters in International Business

Presidency College  
2015

### Bachelor of Business Management

Presidency College  
2013

## Linguistic Abilities

Speak : English, Kannada, Hindi, Telugu, Tamil

Read & Write : English, Kannada, Hindi

# MOHAN KUMAR

## Marketing & Communications Strategist

Marketing & communications enthusiast with over 8 years of experience in making brands shine! Expertise in content creation, event management, social media strategy, and stakeholder collaboration. Passionate about storytelling, audience engagement, and data-driven decision-making.

## Professional Experience

### Marketing & Brand Management - Group Head

Leroc CX Tech Limited

April 2019 - Jan 2025

- Boosted client retention by 30% through top-notch relationship management. Conducted market research to identify new business opportunities and target prospects.
- Supervised client servicing, design, production & social media teams, ensuring campaigns were not just good but exceptional.
- Hired and trained team members, growing a solid squad.
- Led high-impact campaigns across ATL, BTL, and TTL, creating buzz and delivering results.
- Built & launched stunning experience centres that left visitors speechless (and clients happy).
- Successfully onboarded major retainer clients across diverse industries, ensuring smooth transitions to the Client Success team.
- Managed corporate events across multiple states, overseeing all aspects from conceptualization to execution.
- Monitored industry trends to identify opportunities for service enhancements.
- Handled marketing for giants like AMD, Lenovo, Wipro, GlobalLogic, McAfee, WD, Alcon, Dell, Symphony, Viewsonic, CoWrks and few more.
- Developed and executed comprehensive marketing and communication strategies, driving brand awareness and customer engagement across multiple regions.
- Collaborated with leadership and sales teams to develop marketing materials that supported business growth and client acquisition efforts.
- Ensured brand consistency across all communication channels while adapting to regional market nuances.
- Led the content creation & digital strategy, producing compelling case studies, social media posts, video content, and presentations aligned with business objectives.
- Managed and enhanced social media presence, leveraging platforms to amplify brand messaging and increase community engagement.

### Associate Analyst - Ad Operations

Dotdash Meredith - Formerly known as Time Inc.

Nov 2016 - March 2019

- Managed all aspects of ad production and schedules for PEOPLE, ENTERTAINMENT WEEKLY, TRAVEL & LEISURE and COOKING LIGHT magazines.
- Co-ordinate between Advertisers and multiple departments including Sales, Make Up and Production.
- Consistently meet deadlines by communicating with ad agencies/advertisers to track all print and digital ads for upcoming issues.
- Ensure all advertising material are received and produced by monthly deadlines, anticipate and resolve all ad-related quality and production issues.
- Documentation of the Process. Training the new recruits on the process workflow. Contribute to the process improvement projects by identifying and eliminating process redundancies.
- Worked on Adobe In-Design tool for the benefit of Ads/Advertisers.
- End to End Product and Program management handling.