

Contact Connect

Phone

+91 96320 28132

Email

mohan.kumar642@gmail.com

Address

Sanjaynagar, Bengaluru

LinkedIn

<https://www.linkedin.com/in/mohan-kumar-00a350114/>

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.