# **PALLAVI MOHAN**

Digital Marketing & MARCOM <u>LinkedIn Profile</u>

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Pallavi Mohan boasts over two decades of expertise spanning Marketing, Communications, and Digital Marketing. Her rich professional journey has spanned across diverse geographies, including the USA, India, and South Asia. She has been the driving force behind Marketing Communications (MARCOM), Digital Marketing, Corporate Social Responsibility (CSR), and Technology initiatives for esteemed organizations such as Samsung, Philips, Café Coffee Day, and DLF, among others. Her dedication to education is evident through her association with institutions and universities, where she imparts knowledge on Digital Marketing, Emerging Technology, Alliances, Public Relations (PR), and CSR.

This summary encapsulates Pallavi Mohan's extensive experience and contributions in the field of marketing and related domains.



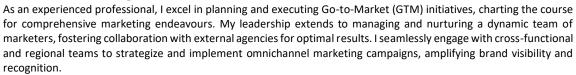
### **EXPERIENCE**



#### M3M India Pvt. Ltd.

Noida, IN

#### **Senior General Manager**



My strategic acumen is evident in crafting annual marketing plans, diligently overseeing budgets, and ensuring campaigns yield profitability and a positive return on investment (ROI). Furthermore, my creative edge extends to conceptualizing and executing high-profile Luxury Events, enhancing brand prestige and engagement.

This job description highlights your skills and responsibilities as a marketing professional, emphasizing your ability to lead teams and drive successful marketing strategies.



#### **DLF Limited & DLF Foundation**

New Delhi, IN



## Technology:

In the realm of Telecom and Information Technology, I've played a pivotal role in shaping DLF's infrastructure for the future, with a strong focus on emerging technologies such as IoT (Internet of Things) and AI (Artificial Intelligence). My proficiency extends to various technology domains, including Broadband, with specialization in FTTX (Fiber to the X), Gigabit Passive Optical Network (GPON), and In-building Solutions (IBS) along with Distributed Antenna System (DAS) deployment.

My career highlights encompass a diverse range of strategic projects, including tower installations and expertise in the deployment of specialized structures such as Ground-Based Monopoles (GBM), Roof-Top Poles (RTP), and other critical components of telecom infrastructure. This multifaceted experience underscores my dedication to staying at the forefront of technological advancements, ensuring that DLF's infrastructure remains at the cutting edge of the industry. This summary emphasizes broad expertise in telecom and IT, highlighting my involvement in various projects and my ability to adapt to different infrastructure needs, including GBM, RTP and more.

#### Marketing

In the field of Marketing, I have successfully orchestrated brand campaigns across a spectrum of channels, including ATL (Above the Line), BTL (Below the Line), and TTL (Through the Line) mediums. My expertise extends to vendor management, where I've overseen notable events such as the Hero Women's Indian Open 2017, Jazz Musical Festival, and Lead generation events.

A standout achievement was the Hero Men's Indian Open 2017, where I contributed to a remarkable increase in PR value, reaching INR 2,18,00,000 compared to the previous month's INR 18,00,000 media articles value. My role also involved pioneering digital marketing initiatives, including the establishment of a Twitter account and its integration with players, international associations, and other golf-related entities. Additionally, I have maintained robust relationships with Indian media outlets and have experience in crisis management.

Have multifaceted experience in marketing and ability to strategize and execute successful campaigns while adapting to dynamic situations and contributing to remarkable outcomes.

Department	Reporting To	Team Managed	
- Marketing & Communications	SVP (Sales and Marketing)	- Direct: 4 managers &	
- Emerging Technology & Telecom		- Indirect: 4 Agencies and 4-8 alliance partners	





#### **NetImpact Solutions**

New Delhi, IN

#### **Director Marketing**



Specialize in designing and implementing tailored digital strategies for companies operating in the various sectors. With a keen understanding of consumer behaviour and a deep insight into market and competition dynamics, I bring a strategic approach to my role. I operated within the Communications, Media, and PR department, reporting directly to Mr. Rahul Saighal, the former CMO of Samsung. Within this capacity, I had overseen and managed a team of four Managers, contributing to the department's overall success and objectives.

Department	Reporting To	Team Managed	
Communications, Media, PR	Owner -Mr Rahul Saighal Ex Samsung CMO	4 Managers	

### Jul'13 to Oct'15

#### Samsung India Electronics Ltd

India & \*SAARC

#### **Deputy General Manager**



With a specialization in PR event and media management, I have a proven track record of orchestrating successful initiatives:

- International CES 2015: I led a team of esteemed journalists and media personnel from India to the International CES 2015 in Las Vegas, USA, a testament to my leadership in coordinating high-profile international events.
- Samsung's Asian Games 2014 Felicitation: I played a pivotal role in managing the entire digital campaign and orchestrating the MOU signing between the President of the Indian Olympic Association and the CEO of Samsung India during the Asian Games 2014 felicitation/reception.
- International Conference Facilitation: I facilitated an international conference that brought together top media representatives from India and SAARC regions, along with global dealers and employees, showcasing my ability to manage complex, multi-stakeholder events.
- Samsung S6 and S6 Edge Launch: I spearheaded the media launch campaign for Samsung S6 and S6 Edge across India, Nepal, Bangladesh, and Sri Lanka, contributing to successful product launches in these markets.
- Global Interviews: My experience includes conducting global interviews with Interbrand, demonstrating my
  proficiency in global media engagement and strategic communications.
- Media Interface: I have effectively managed media interfaces, reflecting my ability to bridge communication between organizations and media outlets.

These accomplishments underscore my expertise in event management, media relations, and strategic communication, delivering outstanding results for organizations on a global scale. Managed Media Interface.

Department	Reporting To	Team Managed	
Communications & Marketing/Retail	Vice President, VP Retail Samsung (SWA) & VP – Media & communications	<b>Direct</b> : 3 Managers & 1 Sr. manager	
		Indirect: 4 Agencies	



### Best Food Retails Pvt. Ltd., NCR

NCR. IN

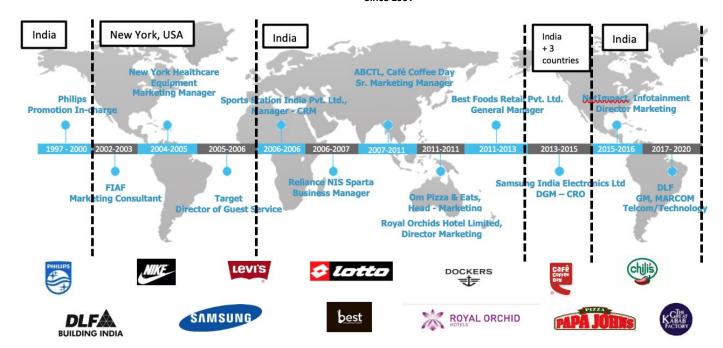
#### **General Manager**

As a Category Head, I've held a multifaceted role with diverse responsibilities, including:

- Management of Communications, Operations, and Logistics: I have successfully managed and overseen the critical
  aspects of Communications, Operations, and Logistics within the organization. This includes strategizing and
  executing communication initiatives, ensuring seamless day-to-day operations, and optimizing logistical processes.
- **Budget Management:** My role encompasses the meticulous management of budgets, ensuring that financial resources are allocated efficiently and cost-effectively in line with the organization's strategic objectives.
- Management Reporting: I have played a pivotal role in management reporting, providing valuable insights and data-driven analysis to support decision-making processes within the organization.
- Recruitment of Over 100 Sales Executives: In addition to my core responsibilities, I've successfully led the
  recruitment efforts, hiring and onboarding more than 100 sales executives. This reflects my expertise in talent
  acquisition and team building.
- My experience as a Category Head underscores my ability to navigate and excel in multifunctional roles, contributing to the overall success and operational efficiency of the organization while also taking on significant responsibilities in talent acquisition and management."

# **CAREER TIMELINE**

Since 1997



Sr. No.	Company	Department	Duration	Reporting To	Repotees	Reason For Leaving
1	Philips	Sales	1997-2000	Sales Manager	None	Wanted to maintain consistency in education
2	Various Companies in USA	Marketing/IT	2002-2006	Director	25+ in Target)	On F1 Students visa thus worked as per 20i.
		Corporate		VP -Enterprise		Opportunity of travelling PAN
3	Reliance NIS Sparta	Sales/IT	2006-2007	Business Unit	2	India.
						Stagnant at same position for
4	Café Coffee Day	Marketing	2007-2011	CMO	7	many years

**2017: Women's Health Program** – was invited as guest of honors and inaugurated the program with Shri Nitin Gadkari, Minister of Road Transport and Highways of India.

# **EDUCATION**

Mercy College
New York
USA

M.S. - Direct Marketing

Fore School of Management, New Delhi

India

MBA – Marketing & IT

University of Delhi New Delhi India B.Sc. – Microbiology

# **ACADEMIC ACHIEVEMENTS**

SCHOLARSHIPS

- Direct Marketing Club of New York, USA.
- DM Days Foundation New York, USA.
- Vinod Dixit Award (awarded by Chief Minister of Delhi).