

VIVEK KOHLI

Marketing Professional



About Me

An enthusiastic professional with over 12 years of experience in Marketing and Brand Management

Contact



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Mira Road, Mumbai

Work Experience



KRCHOKSEY HOLDINGS PVT LTD.

Marcom Manager | Mumbai | Jul 2022 – Present

A Wealth Management firm with over four decades of legacy

- ❑ Strategizing the revised positioning of the Brand with the objective to increase the number of new and young customers.
- ❑ Devising the Go To Market strategy to attain the objective of increasing the young customer base.
- ❑ Developing and managing web presence, including social media business accounts along that with personal social media accounts of the MD.
- ❑ Perform routine engagement with regular and seasonal customers.
- ❑ Spearheading the designing and coordination of company portal for introducing a responsive platform for transactions and viewing the performance/report for users on one single login.
- ❑ Introduced scheduled targeted email marketing programs using Netcore resulting in increased open and conversion rates over previous sporadic email blasts.
- ❑ Creating and Managing the Landing Pages along with tracking the Lead Generation on the CRM Platform.
- ❑ Creating marketing presentations for various stakeholders
- ❑ Obtaining necessary consent and providing final approval on all marketing collateral, products and promotions.
- ❑ Creating and sharing briefs with the creative agency for designs along with selection and managing the Digital Marketing Agency.

Expertise

- ❑ Go To Market Strategies
- ❑ B2B and B2C Marketing
- ❑ Digital Marketing
- ❑ BTL Activities
- ❑ Market Research
- ❑ Event Management
- ❑ Project Management

INFINITY MANAGEMENT CONSULTANTS LLP AND ANANTARA SOLUTIONS PVT LTD.

Consultant | Mumbai | Jun 2017 – Apr 2022

A consulting firm with deep experience in Indian logistics ecosystem

- ❑ Marketing Consultant in a client-facing role with a Commercial Vehicle OEM – an Indian MNC.
- ❑ Working on various engagement projects for connecting the client with different stakeholders in the Transport Ecosystem.
- ❑ Building a one-to-one relation with decision makers through the engagement programs and communicating stories and offerings with them.
- ❑ Exploring Award winning stories in the Transport Ecosystem and providing them with the opportunity to showcase their work.
- ❑ Creation of Marketing collaterals to be used by the field team to increase the participation and involvement of various audiences.
- ❑ Managing Field Teams for ground-level execution.
- ❑ Organizing and coordination of events.
- ❑ Conduct 'greenfield' editions of CSR Programs to identify and distribute scholarships over INR 10 million every year.
- ❑ Independently managed a cross-geography team of seven along with delivery partners for managing projects in excess of INR 100 million per annum with P&L responsibility.

ORDER-ZAPP.COM

A Start-up in delivery of healthy daily essentials

- ❑ Designed Go To Market Strategy for a subscription based model for deliveries of Organic daily essentials.
- ❑ Charting USP and to build a unique positioning of the offering in consultation with the Mentors and Founder.
- ❑ Performed ongoing business analysis to drive and measure the performance.
- ❑ Forging monthly, quarterly, and annual marketing plans and its implementation along with the sanctioned budgets.
- ❑ Developed marketing campaigns that propelled Brand Awareness & conversions.
- ❑ Continuous effort on SEO for organic traffic and simultaneously working on PPC and display adds on search engines and social media.
- ❑ Content creation for engaging with customers on social media and to educate them about the offerings through blogs and articles.
- ❑ Mapping the journey of the target audience and re-targeting them.
- ❑ Offering discounts and offers to initiate transactions.
- ❑ Using analytics to measure the impact of campaigns and take corrective actions.

Industry Expertise

- ❑ Logistics and Transportation
- ❑ Food-Tech Start-up
- ❑ Hospitality
- ❑ Hygiene

Hard Skills

- ❑ Marketing Campaigns
- ❑ SEO, Search and Display Ads
- ❑ Social Media Marketing
- ❑ Event Management
- ❑ Competitor Analysis

Soft Skills

- ❑ Time Management
- ❑ Self-motivation
- ❑ Leadership
- ❑ Adaptability
- ❑ Communication

ESSEL MARKETING & PROMOTIONS PVT LTD.

Marketing Manager | Mumbai | June 2014 – Sept 2015

A leading promotional marketing agency catering to top global brands

- ❑ Manage marketing and communications functions, overseeing an eight-member team.
- ❑ Developed a detailed view of the niche market and utilized market analysis to increase possible channels of penetration and increase potential revenues.
- ❑ Designed marketing plans to reach the prospective FMCG and Pharma Clients.
- ❑ Prepared work plans, established marketing campaigns, conducted evaluation and control via analysis.
- ❑ Established multiple brand properties and conducted forecasts, budget management and control – all within set deadlines.
- ❑ Conducting extensive market research and identifying customer trends to deliver competitive sales to boost business.
- ❑ Segmentation of target audience and placement of ads on search engines, different websites, and social media sites.
- ❑ Coordinating with the SEO agency for performance and improvement of different Websites owned by the organization.
- ❑ Led conceptualization, Go To Market strategy and launch of Magikbazaar.com – a platform for Small and Mid-Sized retailers to create their own Online Store.
- ❑ Designing of Brand Guidelines and media kit for use in marketing collaterals and sales presentations.
- ❑ Co-ordination of various Trade Shows and Exhibitions in China and Hong-Kong.

JAYALEELA CORPORATION PVT LTD.

A local restaurant and banquet hall having a legacy of two generations

- ❑ Managed marketing functions like brand management, advertising campaigns, creating marketing collateral, and organizing events.
- ❑ Efficiently managed media distribution, lead generation activities, & sales promotion campaigns.
- ❑ Worked closely with marketing vendors and designers; directed negotiations on advertising prices and campaign budgets.
- ❑ Executing and supervising marketing programs and identifying business opportunities.
- ❑ Developed and implemented comprehensive lead generation and conversion programs.
- ❑ Recruited, hired, and trained sales specialists, improving overall sales targets while maintaining employee retention.
- ❑ Responsible for customer satisfaction, and interaction with leadership team.

Proud of

- ❑ *Magikbazaar*
- ❑ National Level Awards
- ❑ Business Model: Delivery of Daily Essentials
- ❑ CSR activity for education of Girls

Academics

- ❑ MBA in Marketing (MMM) from N.L. Dalmia Institute Mumbai, 2016
- ❑ Bachelor of Management Studies from Mumbai University, 2009

Certifications

- ❑ Post Graduate Diploma in Advertising & PR from KC College Mumbai, 2011
- ❑ Google Certified – The fundamentals of Digital Marketing
- ❑ Google Certified – Display and Search Ads & Analytics
- ❑ Advance Diploma in Digital Marketing from SoftPro Mumbai, 2018

BEST PRACTICE WASHROOMS PVT LTD.

Marketing Executive | Mumbai | Dec 2009 – July 2011

A Marketing and Consulting firm in Washroom Hygiene

- ❑ Assisted the Director and Marketing Consultant in developing marketing plans by analysing trends.
- ❑ Directed and supervised activities related to product management including promotions, product documentations, launches and product campaign.
- ❑ Developed, directed, and measured execution of strategic annual/long-term marketing plans to meet and exceed sales and revenue commitments.
- ❑ Undertaking various activities viz; Brand Management, Marketing Campaigns, designing Sales Collateral and Managing Exhibitions.
- ❑ Prepared catalogues, brochures and training modules that enhanced the sales teams' understanding of complex product features and helped them sell more effectively.
- ❑ Developed and created marketing materials comprising of product guides and visual aid on key marketing analytics and demographics for sales presentations.