

GIRISH KHANNA

CURRICULUM-VITAE

OVERVIEW

NAME	GIRISH KHANNA
QUALIFICATION	MASTERS IN BUSINESS ADMINISTRATION
POST QUALIFICATION WORK EXPERIENCE	5 YEARS 13 MONTHS
PRE-QUALIFICATION WORK EXPERIENCE	
EXPERTISE	DIGITAL STRATEGY & BUSINESS DEVELOPMENT, BRAND STRATEGY, BUSINESS PROCESS AUDIT, FINANCIAL ANALYSIS

CURRENT EMPLOYER

EMPLOYER	LINTERACTIVE (DIGITAL DIVISION OF LOWE LINTAS & PARTNERS)
PERIOD	AUGUST 2013 – TILL DATE
DESIGNATION	BRAND PLANNING DIRECTOR

Key Responsibility Areas:

- Assisting brands achieve business objectives via interactive mediums
- Determining the brands role and purpose on interactive mediums
- Working with online and offline teams to develop and implement Integrated communications strategies/ideas
- Ongoing interaction with creative and project management teams to ensure implementation of brand strategies /ideas
- Key Projects
 - Developed Integrated strategy and communication for GroupOn, Karvy Group
 - Launch strategy and execution and implementation for Starsports.com for IPL 7 and Pajero
 - Omni Channel activation for Dabur's health brands and Godrej Consumer Products

PREVIOUS EMPLOYES – POST QUALIFICATION

EMPLOYER	HUNGAMA DIGITAL SERVICES
PERIOD	FEBRUARY 2012 – AUGUST 2013
DESIGNATION	ASSISTANT MANAGER – BUSINESS DEVELOPMENT

Key Responsibility Areas:

- Digital\Social Media Strategy and Strategic Business Development
- Brief Assessment , Research, Internal Coordination & Ideation
- Preparing and delivering presentations to existing as well as potential clients
- Target Oriented Financial Management
- Partnering with internal division to monetize content
- Client Relationship Management and active Involvement in Project Execution/Reviews
- Activations involving 3D Augment Reality, Motion detection, experimental web and social applications, Online Advertising and Website Development
- Conceptualized, Pitched and activated:
 - Mobile based entertainment & CRM program for HUL (Beverage Division)
 - Innovative B2b Digital solution for Pepsodent
 - Technology led creative solutions for Mahindra Rise, Godrej Interio, Mahindra Quanto, Movies Now, Reliance Mutual Fund

EMPLOYER	LINTERACTIVE (DIGITAL DIVISION OF LOWE LINTAS & PARTNERS)
PERIOD	JULY 2011 – FEBRUARY 2012
DESIGNATION	DIGITAL PLANNER

Key Responsibility Areas:

- Pitching digital solutions to prospective clients
- Designing digital engagement strategies for clients
- Involved in Global Brand Planning for Lifebuoy & Pure It
- Brand Planning & Execution for Sonata Watches & Tata Class Edge

EMPLOYER	DIGITAL LAW & KENNETH
PERIOD	DECEMBER 2009 – JULY 2011
DESIGNATION	DIGITAL PLANNING EXECUTIVE

Key Responsibility Areas:

- New business development Including Lead Generation, Research and Engagement Planning
- Ideation, coordination with internal teams, constant in-depth research of trends and campaigns in interactive digital mediums (web, desktop & mobile)
- Consumer engagement campaigns for Hero Moto Corp, Parle, ICICI Bank, Sahara Pune Warriors, Renault, Bharti AXA, CSIA, Godrej Properties, Lodha Group, India Bulls, Tata Capital, ICICI Bank

EMPLOYER	KPMG
PERIOD	MAY 2008 – DECEMBER 2009
DESIGNATION	ANALYST

Key Responsibility Areas:

- Worked with GRCS (a group providing a full spectrum of corporate governance, risk management, and Governance Risk & Compliance Services) as an Analyst
- Business Process Reengineering for CMS Computers & Securitas
- Conducting Compliance based Audits at HUL Depots

PREVIOUS EMPLOYES – PRE-QUALIFICATION

EMPLOYER	KPMG
PERIOD	MAY – JULY 2008
DESIGNATION	INTERN

- In-depth analysis of Real estate industry in North and South India
- Projects in the Information Technology, Manned Security, and Power sector

EMPLOYER	LAW & KENNETH
PERIOD	APRIL 2007 - AUGUST 2007
DESIGNATION	INTERN

- Collating data, organization and management of the content for an upcoming website
- Assisting the company leadership personnel with research on various brands

EMPLOYER	JOHNSON & JOHNSON
PERIOD	APRIL 2006 – SEPTEMBER 2006
DESIGNATION	FINANCE ASSISTANT

- Setting up the system for an on-line dealer distribution data base
- Data interpretation, analysis and reporting

ACADEMIC PREPARATION

- Masters In Management Studies (Finance): in 2009 with 69% from Mumbai University
- B.COM: in 2007 with 66.14% from H.R College of Commerce and Economics, Mumbai.
- HSC: in 2004 with 49.83% from H.R College of Commerce and Economics, Mumbai
- ICSE: in 2002 with 71.2% from Green Lawns School , Mumbai

PERSONAL DETAILS

DATE OF BIRTH	19 TH August 1986
HOBBIES	Non Fictional Reading Travelling

CONTACT DETAILS

RESIDENTIAL ADDRESS	20, Sunshine Dr. Annie Besant Road, Worli , Mumbai 400 018
TELEPHONE	+91 9920232529 (mobile), +91 22 24951880 (home)
E-MAIL	girishkkhanna@icloud.com
LINKEDIN	http://in.linkedin.com/in/girishkkhanna

References can be provided on request