

MUNENDRA SINGH KAURAV

Experienced Professional - 13+ Years

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City Centre, Gwalior



PROFESSIONAL SUMMARY

Results-driven marketing and operations professional with over 13 years of experience driving business growth, optimizing operations, and leading high-performing teams in education, hospitality, and consulting sectors. Proven expertise in P&L management, digital and traditional marketing (ATL/BTL), vendor management, and community engagement, delivering measurable outcomes such as 40% revenue growth and multi-city business expansion. Skilled in data-driven strategies and cross-functional collaboration. Seeking to contribute leadership and strategic insights to a forward-thinking organization.

CORE SKILLS

- Business Development & Expansion
- Sales & Marketing Strategies
- P&L Management & Budgeting
- ATL/BTL Marketing & Brand Activation
- Vendor & Operations Management
- Team Building & Mentorship
- Data-Driven Decision Making
- Project Planning & Execution
- Community Engagement & Outreach
- Escalation Handling & Conflict Resolution

PROFESSIONAL EXPERIENCE

Marketing Acquisition Manager

Mahindra Holidays and Resorts India Limited | West UP & Uttarakhand | May 2024 – Jan 2025

Drove acquisition marketing for hospitality services, increasing membership sales by 25% through targeted BTL campaigns and community engagement events.

Managed vendor relationships and resolved escalations, reducing operational delays by 15% through streamlined processes.

Led a team of 10 sales and marketing professionals, providing mentorship that improved team performance by 20%.

Oversaw regional marketing budgets of ₹50L+, ensuring 95% adherence to financial targets.

Cluster Marketing Manager

Think & Learn Pvt. Ltd. (BYJU'S) | Madhya Pradesh & Maharashtra | May 2022 – Sept 2023

Spearheaded marketing campaigns across 10+ cities, boosting student enrollments by 30% through digital and outreach initiatives.

Implemented data-driven reporting, improving campaign ROI by 18% through optimized ATL/BTL strategies.

Coordinated with cross-functional teams to manage operations and vendor contracts, cutting costs by 12%.

Mentored 30+ team members, enhancing sales conversion rates by 22%.

Founder & Business Consultant

Academy of Digital Marketing Professionals (ADMP) | MP, CG, UP, Uttarakhand, Delhi NCR | 2017 – 2022

Founded and scaled a digital marketing training academy and agency from 1 to 5 cities, growing annual revenue by 40%.

Managed P&L, regulatory compliances, and infrastructure, achieving 100% compliance and reducing overhead by 10%.

Executed ATL, BTL, and digital marketing campaigns for educational institutes, increasing client admissions by 35%.

Built strategic partnerships with 50+ brands, driving collaborative marketing initiatives and client acquisition.

Freelance Business Consultant

Multiple Clients | MP, UP, Uttarakhand, Delhi NCR, CG | 2012 – 2017

Provided consulting for 30+ businesses, developing growth strategies that improved sales funnels and revenue by 25% on average.

Designed and executed marketing campaigns (digital, event-based, outreach), enhancing client visibility and engagement by 30%.

Managed vendor networks and operations, optimizing processes to reduce costs by 15%.

Coordinated cross-functional teams to launch and expand educational institutes, achieving 20% enrollment growth.

EDUCATION

Bachelor of Engineering

Rajiv Gandhi Proudhyogiki Vishwavidyalaya (RGPV), Bhopal | 2008 – 2012

I am confident on my extensive experience of driving business growth and I am eager to contribute my skills and expertise to an organization for achieving measurable results.

I look forward to discussing how my experience is align with your company's needs in more detail.

Sincerely,

Munendra Singh Kaurav