



# Divya Pande

## Marketing & Communications

### My Contact

✉ divyapande.18@gmail.co

☎ +91 8007990083

📍 Pune

### Functional Expertise

- Internal & External Comms.
- Public / Investor Relations Advertising
- Strategies and Campaigns  
Product Branding
- Events, Exhibitions and Product
- Launches  
Content Marketing/SocialMedia
- Market Research
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### Soft Skills

- Strong written and verbal skills
- Decision making
- Stakeholder management Deadline driven
- Multi-tasker
- Public Speaking

### Additional Skills

- MS Excel
- Canva
- Salesforce (Basic)

### About Me

Results-oriented Marketing Leader with 7+ years of experience driving growth across diverse industries - IT Services, Manufacturing, Product Development, and E-Commerce. Proven ability to lead high-performing marketing teams, develop winning strategies, and execute impactful campaigns that build lasting brand recognition. Expertise in market positioning, corporate communications, business development, and the full marketing lifecycle, from concept to execution.

### Professional Experience

#### Mantra Labs Pvt. Ltd., Bengaluru

Marketing Manager (Apr 2022 - March 2024)

Senior Marketing Associate (Dec 2019 - Apr 2022)

**Summary** - Spearheaded Mantra's brand building through a multi-channel approach, including online/offline events, social media, comms. and PR. Collaborated closely with senior leadership and founders to develop and execute integrated sales & marketing initiatives, driving growth for the company.

#### Key Highlights

- Built a vast client database through comprehensive inbound/outbound marketing initiatives.
- Established **strategic partnerships** with tech and consulting firms in India, MENA, and SEA regions.
- Led branding & marketing, and sales/pre-sales support teams for the US market.
- Hosted **19 CXO podcasts** and organized **4 webinars** (both initiatives started during COVID) that drove traffic to Mantra's YouTube channel and expanded leads.
- Brought in **organic** media features, awards, and speaking opportunities for the leadership team and the company.
- Online publications - Frost & Sullivan, India Fintech Forum, Quantic Connect, CXO Outlook, eLets eHealth, Corporate Review, Insurtech100 by Fintech Global, Goodfirms, etc.
- Speaking Opportunities - Digital & CX Excellence Awards 2021, IRDAI, Quantic India, etc.
- Led the team to win the Best DevOps Implementation award at India DevOps Show (2023 & 2024)
- Led virtual employee engagement initiatives (town halls & knowledge sessions) during COVID. Crafted **thought leadership** for social media, building brand reputation.
- Supported HR in Mantra's **employer branding** initiatives.

## Education Background

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- DYPIMS (University of Pune)  
MBA (HR & Marketing)  
2015 (Gold Medalist at DYPIMS)
- BMCC (University of Pune)  
B.Com- Cost and Works Accounting  
Completed in 2013

## Interests

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Travelling, dancing, reading, cooking and blogging (current obsessed about weaving stories around food).

Check out latest stories [HERE](#)

## Languages Known

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Marathi, Hindi, English, and Spanish (Basic)

## Cybage Software Pvt. Ltd., Pune

*Sr. Executive- Marketing and Communications (Apr 2019 - Jun 2019)  
Marketing and Communications Executive (Jan 2018 - Mar 2019)*

**Summary** - Executed strategic brand positioning for Giftease and Gratifi, ensuring clear product messaging across marketing platforms. Collaborated closely with the Senior VP to develop and execute impactful multi-level brand programs.

### Key Highlights

- Developed creative marketing materials across various platforms.
- Managed end-to-end **Comms. and PR** for Gratifi.
- Executed successful brand activations for **offline events** and **digital campaigns** for -
- Gratifi- Tech HR 2018, Gurgaon; SHRM Tech 19, Hyderabad.
- Giftease- Raksha Bandhan, Diwali, Valentine's Day, Women's Day, Deal of the Day.

## Finolex Industries Ltd., Pune

*Executive- Marketing and Communications (Nov 2015 - Dec 2017)*

**Summary** - Owned BTL activations and Corporate Communications, leading initiatives directly under the Chairman and worked closely with CXOs to plan and execute brand and marketing campaigns.

### Key Highlights

- Delivered record-breaking results with the World Plumbing Day campaign (2016), organizing the largest number of "Plumber Meets" and securing a **Limca Book of Records** certificate for the company.
- Led successful **channel partner engagement** activities, building stronger brand connections.
- Liaised with **PR agencies** to develop **Media relations**, News & information dissemination, print media planning, and Value analysis.
- Executed campaigns including **IPL 2017** sponsorship (Pune team), **in-stadium branding**, Meet & Greet events, product launches, and **festival brand activations** at large scale (Ganeshotsav, Jagannath Rath Yatra, Pandharpur Waari)
- Managed **in-film branding** and movie screenings for major productions like MS Dhoni and Golmaal Again.
- Actively involved in **CSR** activities of the company.

## Neeyamo Enterprises Solutions, Pune

*Service Delivery Partner, HR Operations (Oct 2014-Oct 2015)*

**Summary** - Worked in a client-facing role assisting them by creating MIS reports enabling seamless execution of their internal 'Performance Management System'.