

PINKI MAHAJAN

Bella Casa Apartment, K-Block, Flat No: 1102

Baner Sus Road, Pune, Pin-400-021

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Professional Summary:

Experienced marketing professional with over 11 years of expertise in corporate marketing, branding, digital marketing, event management, and content management. Proven ability to develop and execute strategic marketing plans, enhance customer engagement, and manage digital marketing initiatives. Skilled in building strong relationships with key corporate decision-makers.

Core Competencies:

- Marketing Strategy Development
 - Event Management
 - Branding
 - Social Media Management
 - Digital Marketing
 - Public Relations
 - Lead Generation
 - Website Management
 - Content Management System
 - Relationship Management
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PROFESSIONAL EXPERIENCE

Kirloskar Brothers Limited, Pune

Manager

May 2017 - Present

- Develop and implement strategic marketing plans to attract and retain customers.
- Manage all marketing activities and align them with company objectives.
- Spearheaded the development and management of new corporate websites.
- Implemented Salesforce Pardot for email marketing, enhancing customer engagement and lead management.
- Handle public relations and create corporate/product videos and marketing materials.
- Assisted in annual budget planning for corporate and sectorial marketing activities.
- Successfully revamped corporate and product videos/films and marketing collateral in alignment with brand guidelines.
- Oversee digital marketing and event management initiatives.

Achievements:

- Successfully revamped KBL and KEPL websites
 - Introduced Pardot for email marketing tool for lead management.
 - Promoted to Manager.
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Otis Elevator Company, Pune*Senior Customer Care Executive**Apr 2012 - Dec 2013*

- Provided technical support and ensured product availability to meet customer delivery expectations
 - Conducted orientation sessions for the sales team on product strategy and technical advantages
 - Promoted OTIS's technical excellence and supported the sales team in product comparisons.
 - Coordinated action plans and monitored major projects.
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Schneider Electric India Pvt Ltd, Pune*CCC Executive (Generalist Team)**Nov 2009 - Nov 2011*

- Provided commercial logistics service and technical support for electrical systems and equipment.
 - Managed proposals, international tendering, and techno-commercial operations.
 - Built and maintained strong relationships with vendors and customers.
 - Ensured speedy resolution of complaints and grievances.
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ADDITIONAL EXPERIENCE**Florenze, Gwalior***Spoken English Faculty - Professional /Business English**May 2009 - Nov 2009*

- Developed lesson plans and managed student portfolios.
- Enhanced classroom learning environment and promoted student leadership.
- Formulated syllabus and provided IELTS training, achieving high student scores.

Aditya Birla (Minacs), Bangalore*Associate (Technical Support)**June 2008 - Jan 2009*

- Resolved customer issues and provided technical support for hardware and software.
- Diagnosed and replaced defective hardware components.

- Assisted with iPod and iTunes related issues

EDUCATION

Bachelor of Engineering (Information Technology)

RGPV University, 2007 | 65.16%

12th Grade

MP Board, 2002 | 64%

10th Grade

MP Board, 2000 | 74.2%

ADDITIONAL DETAILS

- Date of Birth: 10th Jan 1984
- Languages Known: English, Hindi, Marathi
- References: Available on request