

Laxmi Kanwar

Marketing & Communication

Performance driven marketing professional with over 8 years of experience in digital marketing and advertising. Extensively worked on communication and creative strategies across various industries; including finance, healthcare, fashion, NGO, and real estate.

Work Experience

Marketing Manager, Kotak Mahindra Bank

Aug'22 – Nov'23

- Creative and communication strategy for the complete life cycle of Kotak811 users from acquisition and engagement to cross-sell
- Facilitated product managers with data driven communication strategy and marketing channel mix
- Crafted comprehensive customer lifecycle communication strategy for credit cards
- Discovered opportunities for business growth and customer experience
- Directed agencies for creative and communication delivery

Account Manager, Logicserve Digital

Jul'21 – Aug'22

- Managed client relationship ensuring prompt and in budget performance marketing campaign execution
- Analyzed campaign performance to derive insights and propose strategic recommendations
- Clients: Upstox and Aditya Birla Money

Associate Brand Director, L&K Saatchi & Saatchi

Jul'19 – May'21

- Led client facing team ensuring prompt and on-brief marketing collateral delivery
- Participated in new business development pitches
- Successfully cross-sold agency services to clients, expanding engagement and business opportunities
- Notable Projects:
 - Abbott Consumer Health: Cremaffin still shoot and [TVC](#) (Tamanna Bhatia)
 - Future Generali Life Insurance: New office branding
 - Muthoot Pappachan Group: Still shoot (Vidya Balan)

Account Manager, Ethinos Digital Marketing

Feb'18 – Jun'19

- Worked on Digital Marketing strategies, actively upselling and cross selling agency services
- Presented brand reviews, offering actionable insights, and driving strategic recommendations
- Channels and clients:
 - Paid Media: Jeevansathi (NRI), Westside, IFFCO Tokio, Centrum Forex, Fantasy Ji, Kasturi Housing and Pristyn Care
 - Social Media: Educate Girls, Landmark, HARMAN Professional Solutions and Kasturi Housing
 - Influencer Marketing: Educate Girls
 - SEO: Kasturi Housing and Juno Clinic
 - Website: Synthesis Group, Dubai City Football Club and Kasturi Housing

Sr. Marketing Executive, Kalpataru Ltd.

May'15 – Nov'17

- Directed end-to-end digital campaign management in collaboration with digital marketing agencies
- Managed vendors for various project campaigns
- Guided show flat shoots
- Competition & market analysis

Intern, IProspect

Jan'15 – May'15

- Assist various teams with their respective responsibilities
- Teams & Clients:
 - Social Media: Sony India, Sony Mobile, Yes Bank and VLCC
 - Google Adwords: Thomas Cook, CRY, Reliance General Insurance, NAB
 - Google Analytics: ICICI Bank, Axis Bank, Goqii

Contact

+91 99877 13057

LaxmiKanwar@gmail.com

[LinkedIn](#)

Professional Achievements

- Improved Avg. CTR for GDN banners and videos to 0.7% and 1.13% respectively with new communication and creative assets in acquisition campaign for Kotak811
- Improved customer retention for credit cards by 4% in the initial months of communication strategy implementation and improving it month on month
- Exceeded business target by 8% for consumer durable loan diwali campaign
- Managed an annual performance marketing budget of ~2 Cr

Key Skills

- Strategic marketing & implementation
- Brand & product marketing
- Communication & creative strategy
- Brand portfolio management
- Cross functional collaboration
- Digital marketing & social media

Academics

- Masters in Management Studies (2010 – 2012) | Marketing
- Bachelors in Science (2006 – 2009) | Physics