

Mohit Dhawan

+91-8130256555, mohitsmailbox@gmail.com

EDUCATIONAL QUALIFICATIONS

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|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------------------------------|------|
| PGDM | Indian Institute of Management, Indore (IIM-I) | 3.1/4.33 | Ranked in top 15% of the batch(450) | 2012 |
| B.E (Civil) | Delhi College of Engineering | 77.0% | Ranked 8th (70);Cleared French level1 | 2006 |
| Class XII (CBSE) | DAV Public School , Delhi | 87.0 % | Ranked 5th | 2002 |
| Class X (CBSE) | Green Fields Public School , Delhi | 82.0 % | | 2000 |
| Digital Marketing | <ul style="list-style-type: none">Nano Degree in Digital Marketing- UDACITYGoogle Ads – Search, Display & YouTube Certifications | | | |

PROFESSIONAL EXPERIENCE

10 Years 8 Months

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| TripAdvisor | Principal Account Manager- India | 41 Months | Jan'17-Current Date |
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- Drive new business sales and **account management** for large corporates (**OTAs such as** MakemyTrip) **in India market**
 - Lead **partnership** opportunities to increase **media sales (CPM) and meta (CPC)** revenue
 - Manage KPIs (**P&L, quarterly targets,market share**) & **India** strategy contributing to annual revenue of **US\$15 Mn**
 - Understand marketing objectives of the client and sell end to end **digital marketing** solutions from TripAdvisor's suite
 - Develop **A/B testing frameworks** & execute customized solutions with the help of global product and engineering teams
 - Develop **strategic plans & pitch presentations** in order to explore new opportunities for clients
 - Optimize the client's campaigns to help in achieving desired ROAS (Return on Ad Spend)
- Manage relationships with internal cross functional teams (product/marketing etc.) as well as with external clients
 - Prepare & present quarterly reviews to **C level executives** at client side as well as at **APAC Headquarters-Singapore**
 - Drive various projects with **SEO and SEM teams** to increase and Optimize revenue, market penetration
 - Responsible for **new user acquisition** and retargeting users through various channels such as **Facebook, Google** etc.
 - Share weekly updates to **senior leadership** team including variance analysis for budget vs actual performance
- Accurately update and utilize Salesforce.com to forecast and track all sales activities
- Working knowledge of digital marketing technologies such as Ad serving, Real time bidding, Search management etc.
- Lead a team** to achieve desired business objectives

Achievements:

- Increased **Revenue share** from India's largest OTA by 5X over a span of 2 years
- Selected amongst **top regional performers** to represent APAC team at global meetings in **London** for brainstorming new products
- Won a case study competition at a **global level** by presenting exceptional client results for India Market

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| MakeMyTrip | Account Manager- B2C Flights | 15 Months | Nov'15-Jan'17 |
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- Responsible for online **B2C** revenue, monthly targets, **P&L, market share** and business strategy for International Flights
- Responsible for the **annual budgeting process** by studying trends, market scenarios and competition
- Helped scale International Flights business to **0.7 million transactions (from 0.2)** in span of one year
- Driving **performance marketing channels** such as **Google and Facebook** to achieve conversion targets (**ROAS and CPA**)
- Prepared and executed various proposals for **strategic partnerships** with Banks & Airlines for increasing mobile transactions to 3X
- Liasioning with Finance and supply team on monthly basis to ensure timely payments/smooth closing of books
- Cross channel opportunity mapping for **traffic acquisition** by interacting with different teams (**Mobile/Search/Display/App**)
- Business Analysis using several **traffic tracking and Dash boarding** tools such as **Omniure, etc.**
- Responsible for analyzing **daily traffic, conversion** for Desktop & Mobile & across all marketing channels
- Responsible for preparation of **quarterly reviews (incl. budget vs actual performance)** and presenting it to leadership team (C level)

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| Jubilant Life Sciences Limited | Corporate Strategy and Financial Planning | 16 Months | Jul'14 – Oct'15 |
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- Direct Reporting to the **CEO** to help Ingredients business in developing strategy and growth plans
- Responsible for presenting updated market trends, **Competitor benchmarking, pricing strategies**
- Worked with **Boston Consulting Group (BCG)** on a project for **EBITDA maximization** of the Organization
- Leading Monthly Business performance reviews by tracking financials (sales, EBITDA, etc) against budget (**variance**)
- Driven **execution** of key projects along with **Business & Functional heads** & different stakeholders to ensure adherence to deadlines
- Prepared periodic **Dashboards & consolidated presentations for CEO** to identify opportunities for profitability

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| Standard Chartered Bank (SCB) | Account Manager/Credit Analyst | 23 Months | Aug'12 – Jun'14 |
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- Evaluation and **analysis of various accounts** to identify risks, financial statements, make **recommendations** & implement strategies
- Independently handled a **portfolio of 10 clients** from different sectors including automobiles, real estate, etc
- Prepared **Pitch books** for various new clients and converted **3 major clients** for SCB (**Annual Revenue:USD 10 M**)
- Worked on various **databases** for financials and analyst reports such as **Bloomberg, Crisil** and ISI Emerging markets

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| Grail Research (monitor group) | Business Analyst | 12 Months | Jun'08 – Jun'09 |
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- Conducted customized market research, consulting and analysis for clients across multiple sectors; Onsite visit to Nigeria

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| Aricent Communications | Software Engineer | 21 Months | Jun'06 -Mar'08 |
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- Developed and Tested software components for Nokia's Flexi edge BTS for GSM networks, Telecom Domain

ACHIEVMENTS

- Selected among the **top 25 students of India** for "**French Embassy scholarship**" for exchange program in France(Emlyon) 2011
- Selected among the **top 15 meritorious students** from IIM Indore for the event "**India Questions Warren Buffet**" at **NDTV** 2011
- Selected as **one amongst 35** students across **six IIMs** for "**Experience Singapore**" Programme by Contact Singapore 2010
- Awarded **Batch Scholarship and Merit cum Means** scholarship for two consecutive years in Engineering 2004

Hobbies

- Driving, Travelling, Adventure sports and Reading Books