

MOHIT ARJWANI

PGDM (Business Management)

XLRI | Batch of 2024 - 2026

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Handled YouTube India's GTM Strategy ₹6CR Campaign Management Managed Marico, Mondelez, Coursera					
Degree	Board	Institute	% / CGPA	Remarks	Year
PGDM-BM	XLRI	XLRI, Delhi NCR	5.57/08	Marketing Specialization	2026
B.M.S.	Mumbai University	H.R. College of Commerce, Mumbai	9.93/10	10/10 in 39/42 subjects	2022
Class XII	CBSE	Campion School, Bhopal	91.60%	Top 0.72% of Bhopal	2019
Class X	CBSE	Campion School, Bhopal	9.60/10	10/10 in 3/5 subjects	2017
PROFESSIONAL EXPERIENCE					
Marketing Consultant (Full Time)		enParadigm, Mumbai		Apr'26-Present	
Sales Enablement & Lead Gen	- Building lead generation initiatives engaging CHROs & L&D leaders through demos & LinkedIn marketing campaigns - Supporting enterprise sales cycle by driving public relations, communications & client collaterals across India & APAC - Driving B2C SaaS GTM strategy, refining brand positioning, acquisition & engagement channels to increase user sign-ups				
Summer Internship, XLRI		The Coca-Cola Company, India		Apr'25-May'25	
Business Growth Strategy	- Structured a commercial revenue model to drive 2x incidence on Swiggy by boosting outlet margins and sales - Forecasted 14x growth in beverage sales via primary research at 30+ outlets & SKU-price mapping across aggregators				
Process Optimization & Analytics	- Designed SOP & execution blueprint, aligning 50+ stakeholders to scale onboarding of new outlets across 10 cities - Developed FSA's dashboard wireframe & INSWA deployment pipeline by benchmarking 10+ interfaces & 250+ KPIs - Optimized 100pg playbook for bottlers' key account acquisition by creating strategy deck for senior leadership				
Junior Associate (Full Time)		OML Entertainment Pvt. Ltd.		Feb'23-Aug'23	
Brand Marketing	- Devised and deployed YouTube India's GTM Strategy for YT Shorts, harvesting 633M+ views and 55M+ engagement - Curated 600+ influencer content pieces, analyzing trending video formats for customer acquisition, promoting UGC - Assisted in Cadbury's influencer campaign with 35M+ plays & Bummer's with 400K+ views, 40K+ reacts, 7.53% ER - Spearheaded Marico Saffola's World Heart Day Campaign with 30 influencers, garnering 8.9M+ views at 9.2% ER				
Business Impact	- Negotiated 60% vendor & creator acquisition cost through market mapping of influencers' differential pricing - Achieved CPV < \$0.0025 on influencer campaign, activating 130+ creators on Global Trends reaching 37M+ views - Generated 2.3L+ YouTube views through 10+ content creators while leading Coursera's influencer campaign - Delivered 15+ pitches for client acquisition, crafting branded content strategies for L'Oréal, Maybelline & Garnier				
Internship		Clout, Pocket Aces		Jul'22-Jan'23	
Growth & Brand Solutions	- Analyzed 3K+ content pieces using 10+ KPIs for 60+ creators & actors with 5M+ followers across multiple genres - Drove 1M+ views on 15+ IG reels, amplifying reach by ideating & executing organic & branded digital strategies - Coordinated & managed 5+ artists at Meta Creators Day, 10+ shoots, PR queries & developed media plans & pitches				
Internship		Omnicom Media Group		May'22-Jun'22	
Performance Marketing	- Developed end-to-end paid media campaigns across Meta, Google & YouTube Ads, through simulated projects - Built proficiency in marketing analytics, interpreting campaign performance, engagement and conversion metrics				
POSITIONS OF RESPONSIBILITY					
PR Head <i>MAXI, XLRI</i>	- Organized MAXI Mela, managing 1.5 Lakh+ footfall onboarding sponsors like Zydus, Plum, Campa Energy & more - Led 6 disguised marketing research projects for Mahindra, ABG, Reckitt, ABInBev & P&G, collecting 4K+ data pts. - Managed PR, branding, SEO & keyword targeting for 4+ socials engaging w/ 350K+ & boosting web CTR				2025
VP & HOD Marketing, <i>HRC</i>	- Led 150+ member team as VP & Events' Director Won 35+ inter and intra collegiate festivals in one year - Drove 3 E-industrial visits for 1000+ students to Yakult, Mapro & Jain Farm Fresh, building FMCG exposure				2022 2019
ACADEMIC PROJECTS					
Mahindra Thar <i>Marketing Plan, XLRI</i>	- Analyzed \$9B+ SUV Industry, 5+ competitors & value chain via PESTEL, GE Matrix, Porter's Framework - Conducted primary research by analyzing consumer behaviour via FGDs, 60+ Pls & 300+ survey points - Executed segmentation via K-means clustering & created perceptual map using SPSS to devise GTM strat				2024
Baby Care Industry <i>Marketing, HRC</i>	- Examined \$4.42B Baby Care Market to size TAM, SAM, SOM & built perceptual map for comp. positioning - Conducted primary research via 32 interviews & 250+ surveys to identify consumer buying behaviour - Devised STP model, performing competitive positioning of Johnson & Johnson, Mama Earth and Himalaya				2022
EXTRA CURRICULAR ACHIEVEMENTS					
Social Work	- Founding member of Vidya-Dhanya, Honours Program Initiative, uplifting education through social work - Liaised with 5+ NGOs, supporting education of underprivileged students by building 25+ hrs study material				2022
Sports	Cricket Vice-Captain Steered XLRI Delhi to Northern Brawl Cricket victory v/s 6 B-schools (600+ peers) - Competed in West Zone Athletics Meet recognized by Ministry of Youth Affairs & Sports, Gov. of India				2025 2019
Recognition	- Received Principal's Special Award Chosen as 1/37 out of 1.5K+ students for all-round achievement - Recognized as Best School Leaving All-Rounder out of 200+ students from the outgoing batch in XIIth Std				2022 2019