

Mrunal Mehta

Integrated Marketing Specialist

Contact

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Summary

Integrated Marketing Leader with 15+ years of experience driving 360° brand solutions across ATL, BTL, retail, trade, employee engagement, internal communications, digital, & social media. Proven track record in creating cohesive, insight-led strategies that deliver measurable business impact. Trusted brand custodian, working as an extension of client teams to solve marketing, operational, & functional challenges while strengthening brand equity

Work Experience

12.2023 - Current

Vice President

Ogilvy - Mumbai, India

- Lead integrated 360° GTM campaigns across ATL, BTL, trade, employee engagement, internal communications, digital, & social media
- Create unified brand narratives with consistent messaging & design across all platforms
- Work with creative, planning, media, & production teams to deliver high-impact, insight-led campaigns
- Collaborate with senior management on strategic initiatives & long-term goals
- Improve business processes to enhance efficiency & productivity (AI based solutions)
- Negotiate high-value contracts to maximize profitability & minimize risk
- Manage budgets & financial planning to ensure ROI & fiscal discipline
- Ensure regulatory compliance through strong controls & monitoring systems
- Build & sustained relationships with clients, vendors, & strategic partners
- Own P&L & deliver annual revenue targets

02.2023 - 12.2023

Digital Director

OHI Leo Burnett - Muscat, Oman

As the Digital Director, I was responsible for leading & overseeing the digital strategy & operations of the organization. I played a critical role in developing & implementing digital initiatives to enhance a brand's online presence, drive customer engagement, & achieve business goals. I also collaborated with various teams to ensure alignment with overall

marketing & business strategies.

Key Responsibilities:

- Developed & executed digital strategies aligned with overall business goals
- Planned, implemented, & optimized multi-channel campaigns (web, social, email, SEM, display) managing \$150K+ monthly budgets
- Tracked & analyzed performance metrics, driving data-led improvements
- Collaborated with cross-functional teams to deliver integrated digital initiatives
- Managed vendor, agency, & tech partner relationships for seamless execution
- Oversaw budgets, expenses, & resource allocation for cost efficiency
- Partnered with departments on projects & pitches
- Led & mentored the digital marketing team, providing guidance & feedback
- Fostered a culture of innovation, experimentation, & knowledge sharing

05.2022 - 01.2023

Deputy Vice President

Edelweiss Wealth Management - Mumbai, Maharashtra

- Led digital initiatives across performance marketing, SEO, ASO, platform marketing, acquisition, activation, & studio management
- Identified cost-effective channels for customer acquisition via affiliates & partnerships
- Partnered with digital transformation team to map & optimize prospect & customer life cycles (PLC & CLC)
- Worked with customer support to improve lead quality & conversion rates
- Planned & managed budgets for digital acquisition & app downloads
- Directed SEO strategies with in-house content teams & implemented periodic recommendations
- Optimized app store content to meet ASO standards, sustaining top rankings for the trading app
- Coordinated brand (ATL/BTL) & PR requirements with internal & external stakeholders
- Supported HR in internal engagement for partners & employees
- Played a key role in brand transition projects within the organization
- Managed team hiring, training, & professional development

03.2021 - 05.2022

Senior Account Director

Adfactors PR - Mumbai, Maharashtra

Joined Adfactors team as Senior Account Director for the New Economy & Financial Communication (NEFC) team. As a core responsibility, entrusted to me, I've to conceptualize integrated campaigns for the existing set of clients in the NEFC business unit. The idea is to upsell digital solutions the existing PR clients & create campaigns that are an amalgamation of PR & Digital.

Along with the aforementioned, I'm actively involved in pitching for new businesses & support the teams on any new business development briefs. Carving out communication strategies, platform strategies, brand planning on digital, & negotiating on commercials is a part of my KRA.

10.2018 - 05.2020

Digital Brand Consultant

basakbabies - Mumbai, Maharashtra

As a Digital Brand Consultant for basakbabies, a design consultancy start-

up, I donned multiple hats for various sets of clients basis their core business requirement. I worked as a product manager for one client, as a strategist for one, & as a design consultant (UX POV) for another. This gave me the flexibility to apply varied skill-sets for different client requirements & enhanced my learning capabilities.

I was actively involved in creating insightful & relevant analysis of data gathered by the client through various marketing activities conducted by them in the past & help produce cohesive & intelligent plans to bring success for future campaigns.

One of the key tasks in my role is to identify potential problems & devising ways to rectify them by keeping the the business & its objectives at the crux of my suggestions.

About basakbabies: Founded by a former Sr. VP & Head of Design at Dentsu Webchutney, the firm blends art, technology, culture, and commercial acumen to meet varied brand requirements.

Key Clients: Portico India (e-comm), 100MB (Product), Accio (Product), Faces Canada (e-comm), Burgersingh (Social).

10.2017 - 10.2018

Digital Director

Dentsu M21 - Muscat, Oman

09.2016 - 10.2017

Business Development Lead

22Feet Tribal Worldwide - Mumbai, Maharashtra

09.2012 - 08.2016

Account Director

Dentsu Webchutney (Formerly Webchutney Studios Ltd)

08.2011 - 09.2012

Brand Associate

RK Swamy BBDO

01.2010 - 07.2011

Client Servicing

Interface Communications

Education

06.2012 - 08.2014

MBA, Marketing, University of Southern New Hampshire (SNHU)

07.2005 - 03.2009

Bachelor of Management Studies, Marketing, Usha Pravin Gandhi College of Management - Mumbai

Skills

