

Pallavi Kumar

Work Experience

Auctions and Donations Chair, Fundraising Event, Marshall Lane Elementary School

September 2017-Present

Chaired the event, Spring Fling 2018 held in March 2018.

Raised over \$125,000 for the public school

Brought in over \$140,000 worth of donations

Founder and Health Coach, Health Redux

September 2015-Present

- Tapped into client's motivations and helping them reach their health goals
- Set small and short term goals that are sustainable
- Help manage health conditions with eating and lifestyle changes
- Held workshops for adults and kids
- Seasonal detox and weight management programs
- Motivational speaking for various podcasts

Manager – Marketing and Sales, Everest Business Advisory

July 2007-March 2008

Everest Group is an operations strategy firm specializing in sourcing strategies headquartered in Dallas, Texas.

Job profile: External Communications for the India market along with internal employee communication for the complete India operation

- **Internal communication:** Supervised all activities and initiatives relating to dissemination of company news to internal stake holders
- **PR:** Owned all PR activities for India
 - Agency management: Developed comprehensive PR strategy for India and delegated execution to agency (Edelman). Oversaw writing and editing of press releases
 - Trade Shows: Co-ordinated participation of global leadership team in NASSCOM 2007. Organized release of 'NASSCOM-Everest India BPO Study' report
 - Media relationship: One point contact for India media. Generated multiple references in the media and secured Everest's recognition as a thought-leader in sourcing strategies
- **Sales:** Supported lead generation efforts by managing mailing campaign to 200 CXO level contacts resulting in 5 enquiries and 1 long term engagement

Assistant Manager – Marketing and Corporate Communication, Inductis

January 2006-June 2007

Inductis is a global professional services firm that helps large companies leverage the information age to make data-driven decisions through deep analytics

Job profile: Led the Internal and External Communications team in India and focused on APAC, UK and Americas.

- **Internal Communication:**

Managed the corporate intranet with support from external vendor

Managed website redesigning and revamping to reflect employee feedback as well as new corporate branding guidelines post merger with EXL Services

Managed SEO project for the company outsourced to an India based, and later a US based vendor

In-charge of website updation to make it of interest to internal and external stakeholders

Managed the whitepaper preparation process and delivered 6 new whitepapers.

In-house newsletter – Launched 'Inductis Life' as the primary communication tool between top management and employees with sections devoted to employee focus areas like 'Work-life Balance' and 'Excel Tips'

Employee Engagement: Supported all major employee-facing communications including recruitment initiatives

Owned PowerPoint presentations for employee town halls

Spearheaded designing of marketing collaterals such as recruitment brochure, service offering fact sheets and branding collaterals

- **External Communications:**

- PR: Managed press releases for US, and India organizations including handling the Inductis EXL Merger PR campaign and creating the PR pitch for US PR agency hiring
- Conferences/Tradeshows: Mapped event calendar for 2006-07 and single handedly managed and generated US Sales leads. Highlights:
 - Bagged speaker slots at DMA 06 (San Francisco), SAS BML 06 (Las Vegas), ISOTech 06 (Florida)
 - Managed and generated sales leads at M2006, Las Vegas, USA at the venue
 - Managed the process of email invitations to the conference attendees to the company booth and post show follow up email campaigns
- In-charge of production of 2 external newsletters – MicroAnalytix and OutGRO Times. Leveraged internal resources and top management inputs for these efforts

- **Marketing Integration**

- Part of the core team involved in marketing integration after the merger of Inductis and EXL

Business Analyst-Marketing, Hill & Associates (I) Pvt. Ltd

October 2004-March 2005

Headquartered in Hong Kong with offices in 15 countries around the world, Hill & Associates (H & A) is one of the world's leading independent risk management consultancies with core practice areas being Asset Protection & Enterprise Security, Business Intelligence & Integrity Risk.

Job profile: Corporate and Marketing Communication for APAC

- Hired and liaised with the PR firm – Genesis Public Relations. Worked out a comprehensive PR strategy and executed the plan
- Initiated Corporate Social Responsibility function and liaised with various NGOs including Wildlife Trust of India
- Mapped event space and negotiated excellent speaker opportunities for India as well as international events (mostly Singapore).
- Initiated and organized seminars and knowledge workshops with event management companies in Kuala Lumpur and Mumbai (like Marcus Evans on Enterprise Wide Risk Management). Independently conducted seminars on people risk and right hiring decisions.
- Liaisoning with business magazines for ad placements
- Content developing, editing of white papers, e-magazines, presentations, etc.

Consultant-Business Development and Client Servicing, Planman Consulting January 2004-September 2004

Planman Consulting is a consulting and business services corporation engaging a variety of organizations, institutions and enterprises in diverse industry and government verticals. I worked in the Indian Centre for Public Affairs and Relations (icPAR) division. icPAR manages the PR efforts of various companies and offers services like Media Relations, Event & Promotion Coverage, Government Relations & Lobbying, Image Management, Employee Relations, Crisis Management, Editorial Services etc.

- Made corporate pitches and bagged accounts like Maruti's launch of the New Esteem
- Initiated the strategy of increasing business by collaborating with advertising and event management firms
- Serviced clients like Jindal Saw Pipes Limited, Maruti Udyog, Valvoline Cummins, Victorinox, Monte Carlo, and Clarion Group
- Serviced the joint venture announcement between Jindal Saw pipes and IUP Arcelor and emceed the event
- Strategized the launch and brand cycle of products and services of various organizations

Education

2014-2015: Integrative Nutrition Health Coach, Institute of Integrative Nutrition (IIN), New York

2002-2004: Master's in Mass Communication from Symbiosis Institute of Mass Communication, Pune

1999-2002: B.A Hons. – Psychology, majoring in Organization Behavior from Jesus and Mary College (Delhi University), New Delhi.