




# Lokesh Mansukhani

## COMMUNICATION CONNOISSEUR - BRAND CUSTODIAN

Expert in blending creative intellect with sharp planning skills to offer end-to-end panoramic solution, targeting senior level assignments in **Marketing Communication, Brand Management and PR.**

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### Profile Summary

- A goal-oriented professional with **14 years** of experience in Marketing Communications, Brand Management and PR.
- Skills in determining a business unit's mission & strategic direction; capability to formulate & implement tactical initiatives as well as strategic advices to partners for achieving corporate strategic goals.
- Proficient in conceptualizing & implementing public relations & corporate communication strategies to achieve organizational targets.
- An effective communicator with strong relationship management skills with the capability to relate to people at any level of business and management across the globe.
- Possess excellent analytical and negotiation skills.

### Core Competencies

#### Public Relation

- Responsible for setting goals, role delegation, setting objectives & establishing priorities.
- Development, implementation, and integration of strategic communications plans that advance the business's brand identity in the market.
- Partners with management teams & multiple stake holders throughout the business for the purpose of formulation and execution of strategies and solutions.
- Ensure that all content put out by the business, both in print and online, is edited to conform to the business's overall values and messages.
- Business/product's primary representative to media outlets, external partners, and business stakeholders. Collaborates with in-house departments in the performance of his functions.

#### Marketing Communication

- Establishing best practice standards in product marketing, processes, managing agencies and creative teams to deliver integrated marketing solutions.
- Supervising comprehensive communication across online and offline platforms.
- Managing public relations efforts including content accumulation, curation and agency coordination along with maintaining media relations.

#### Brand Management

- Elevating brands by establishing brand architecture, guidelines and its stringent adaptation.
- Developing the creative vision and marketing platform that could transform a nascent brand into a leading one.
- Orchestrating between first-rate agencies and the promoters to achieve desired brand objectives.

#### Media Relations

- Managing agencies to derive substantial and consistent outcome.
- Media training of the promoters along with media relationship management.
- Catalyst between the promoters and the media persons.
- Content accumulation, creation and curation to achieve the set PR outreach.

#### Documentation and Archival Management

- Devised tools to document and archive the communication in both physical and digital form for reference and required future usage along with making it last for long without any incidental smash up.

### Notable Accomplishments

#### KGK Group, Jaipur as a Head

- Successfully established KGK Infrastructure as a real estate brand of KGK Group which included in-depth interaction with the owners of the brand as well as with the agency, using creative knowhow for achieving the set objectives.
- Instituted the brand coordinates for Entice – A fine jewellery retail brand of KGK Group which involved rebranding Entice, aligning it to the core values laid down by the brands owners.
- Led the key assignments:
  - KGK Corporate film presenting a kaleidoscope of KGK's more than 100 years of its journey of growth and success.
  - Jal Mahal Corporate Film entailing the six years of journey to revive Jal Mahal.
  - Press Pack for Jal Mahal containing information, photographs, corporate presentation and a corporate video exclusively conceptualized and designed for the media persons and VVIPs visiting Jal Mahal, Jaipur.
  - Exercise pertaining to rebranding of KGK on a group level and its global adaptation.
  - Complete branding exercise of Meraaki, a standalone restaurant by KGK promoters.
  - Integrated communication for extravagant events organized by the group promoters.
  - Development and maintenance of websites including [www.navrattankothari.com](http://www.navrattankothari.com), [www.jaltarang.in](http://www.jaltarang.in), [www.bmchrc.org](http://www.bmchrc.org), [www.kgkgroup.com](http://www.kgkgroup.com), [www.kgkinfrastructure.in](http://www.kgkinfrastructure.in), [www.entice.in](http://www.entice.in)
  - KGK apprise, in-house e-newsletter of the group.
  - PR outreach in coordination with the hired agency for the entire group as well its subsidiaries.
  - Revamped the brand model of the not-for-profit arm of KGK i.e. BMCHRC, a super specialty Cancer Treatment Centre.
  - Branding and marketing communication for all the projects of KGK Infrastructure.

#### HRH Group of Hotels, Udaipur as Manager

- Active role in establishing Eternal Mewar as a parent brand of MMCF and HRH.
- Developed a manifestation of Eternal Mewar a corporate DVD with concise information on the commercial wing of the organization.
- Initiated and managed the development of Digitization of Impressions.
- Led the design, production and distribution Eternal Mewar Newsletter.
- Documentation and archival management.



## Career Timeline

### Nov'10 – Present

KGK Group as Head – Corporate Communication and PR

#### Growth Path:

- **Nov'10 – Jan'16:**  
Manager – Corporate Communication & PR
- **Jan'16 – Present:**  
Head – Corporate Communication & PR

### Jun'03 – Oct'10

HRH Group of Hotels, Udaipur as Manager – Media Office

#### Growth Path:

- **Jun'03 – Dec'05:**  
Senior Executive – Design, Design and Printing Office
- **Jan'06 – Dec'06:**  
Assistant Manager, Media Office
- **Jan'07 – Oct'10:**  
Manager, Media Office

### Jan'00 – Feb'01

Arena Multimedia, Udaipur as Senior Faculty

### Mar'98 – May'99

B. L. Mantri and Associates, Udaipur as Junior Engineer



## Soft Skills

Copy Writing / Editing / Proofing– press releases, corporate articles, profiles, ad copies, marketing communication copy, corporate drafting for all internal and external communication.

Design and Visualization – Technically qualified to operate Photoshop and Coral Draw as per the design requirement. Honed visualization skills to translate the given brief into an effective creative communication with a sole objective to stimulate the targeted group.



## Freelance Assignment

- Assisted in the brand management activities for Aravali Path Labs, Aravali Hospital, Udaipur and led the development of a parent brand
- Drafted articles for Udaipur Plus, Times of India



## Academic Details

- MBA (Operations Management) from Indira Gandhi National Open University in 2007
- BA (English Literature, Public Administration and History) from Mohanlal Sukhadia University, Udaipur in 2004
- PG Diploma (Media Communication & IT) from Jasubhai Digital Media, Mumbai in 2003
- Diploma (Multimedia) from Arena Multimedia, Udaipur in 2000
- Diploma (Transport Economics and Management) from Rail Institute, New Delhi in 2000
- Diploma in Engineering (Civil) from Vidhya Bhawan Polytechnic, Udaipur in 1998



## Personal Details

**Date of Birth :** 8<sup>th</sup> January 1979

**Languages Known :** English and Hindi

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