

CAREER ASPIRATION

Igniting growth by empowering diverse teams and the use of conduits, latest in technology to produce powerful communication standards



MEENAL LUTHER NHUR

COMMUNICATION STRATEGIST & CORPORATE TRAINER

PROFILE

Corporate Communications • Strategic Planning • Crisis Management • Entry Strategies • Corporate Reputation Management • Advocacy PR • Digital PR/Marketing • Marketing Communication • Image & Brand Management

SKILLS

- ✓ TEFL/TESOL
- ✓ Corporate Communications
 - ▶ Digital Public Relations & Media Mgmt
 - ▶ Crisis Communication Mgmt
 - ▶ Marketing & Brand Communications
 - ▶ Image/Brand Mgmt
 - ▶ Product Positioning & Branding
- ✓ Digital Marketing & Social Media Mgmt
 - ▶ SEO, SEM, SERP (Ranking), SMO (Social Media Optimisation), SMM, ORM
 - ▶ Website content & design
 - ▶ Lead Generation
 - ▶ Content Development, Design & Editing
 - ▶ Analytics
- ✓ Client Servicing & Vendor Mgmt
- ✓ Research & Analysis
- ✓ Soft Skills Training

EXPERIENCE GRAPH

- 2021 - Present ● **PlanetSpark.in**
Senior Grade Teacher – Public Speaking
- 2017 - 2021 ● **The Communication Strategist**
Communication Strategist & Corporate Trainer
- 2014 - 2017 ● **Hues & Shades** – Communication Consultant
- 2012- 2014 ● **Images Inc. - Perfect Relations Group**
Associate Director
- 2007- 2009 ● **K S Oils Ltd** – Sr Brand Manager
- 2005- 2007 ● **Music Today** – India Today Group
Asst. Manager – Corp Comm
- 2001- 2005 ● **Vaishnavi Corporate Communications Pvt Ltd**
Manager – Client Servicing
- 1999 - 2001 ● **Genesis PR** – P R Associate

IELTS IDP - 7.5

[View Certificate](#)

QUALIFICATION

- 2021 ● **TESOL Canada Board Accredited #MLN033021-25**
- **P.G. Diploma in 400 Hour International TESOL/TEFL Program** [View Certificate](#)
- 2018 ● **Advanced Digital Marketing from Digital Xperts,** [View Certificate](#)
- **Google Certifications**
 - ▶ **AdWords** – Fundamentals (90%), Search (91%), Mobile (95%), Display (94%), Video (89%), Shopping (93%) [View Certificate](#)
 - ▶ **Analytics** – Google Analytics Individual Qualification (94%) [View Certificate](#)
 - ▶ **Mobile Site Certification (96%), Digital Sales Certification (98%)** [View Certificate](#)
- **Vskills certified Corporate Strategy Professional -** [View Certificate](#)
- 2012 ● **P.G. Diploma – Business Management** from ICFAI [View Certificate](#)
- 2002 ● **Bachelors** – School of Correspondence, Delhi University, Humanities stream with 44% [View Certificate](#)
- 1995 ● **Intermediate** (High School)- New Era Public School, New Delhi in Arts stream with 71%. [View Certificate](#)
- 1993 ● **Matriculation** - Salwan Public School, Rajendra Nagar, New Delhi with 67%. [View Certificate](#)

CONTACT

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Meenal Luther Nhur

PlanetSpark.in

Senior Teacher – February 2021

A unique online teaching platform for kids of all ages. Offers skills training in Public Speaking and Personal Development along with other subjective coaching on one 2 one basis.

The Communication Strategist

Communication Strategist & Corporate Trainer -Aug 2017 – Nov 2020

A communication management company dealing in advertising, public relations and crisis management. Extend communication and soft skills training to professionals. Successfully launched the integrated communication management segment for comprehensive branding solutions in India.

- Managed internal training programs for the middle and bottom level employees to train them on **Digital Transformation in Marketing Communication** segment with a 35% surge in business output.
- Conducted multiple Workshops & Training Sessions on Crisis Management, General Motivation, Time Management, Perception Management, Negotiation Skills, Spokesperson Training and Overall Media Briefing to multinational top management personnel.
- Achieved a formidable business benefit to partner organizations, almost 34% (The estimated expenditure being incurred on these externally)

WORK PROFILE

Talent Management | Leadership development | Organizational Change | Creativity | Client Servicing | Crisis Management | Entry Strategy | Client Retention | Digital Infused PR

CLIENT PROFILE

Toyota Kirloskar Motors | JCB India Ltd. | ElectroMotive Diesel | Global Discovery Academy | Hitachi India | Pentair | LaTrobe University-Australia | Navjyoti Foundation | Srisol Chemicals | India Vision Foundation | Mary Kay India

Hues & Shades

Communication Consultant & Trainer -Mar 2014 – Jul 2017

The role was offered to me to spearhead organizational change alongside growth and development of Clients and grooming of the staff members while ensuring retention in client and employee attrition rate.

- Instrumental in retaining two key clients of the agency, namely **JCB India** and **Toyota Kirloskar Motors** owing to the strategic inputs and improved team reporting structure.
- Introduced the internal data base management of media & journalists' profiles. Aided in cutting down compilation and recompilation executive time by 45%
- Designed crises outbreak contingencies preparedness handbook for Toyota Kirloskar Motors and Hitachi India.
- Spearheaded organizational change and restructuring with a successful

implementation and a positive influence on staff retention with personally spearheaded Staff Training Programs for staff grooming and development.

- Streamlined the Digital approach to PR and introduced the new mode to clients resulting in 14% hike in inbound business.
- New business acquisition within a short span of three months with clients like Global Discovery Academy and LaTrobe University.

Image Inc. - Perfect Relations Group

Associate Director-Sep 2012 – Feb 2014

Impeccably managed a team of 27 professionals and redesigned the internal reporting structure.

- Ideated multiple employee motivation programs alongside internal training modules.
- Started the internal periodical reporting structures at multiple levels, resulting in a drastic drop in client complaints.

WORK PROFILE

Talent Management | Leadership development | Soft Skills Training | Organizational Change | P&L Mgmt | Collaborative Business | Brand Building | Client Servicing | Corporate Communication Training | Communication Strategy

CLIENT PROFILE

Mitashi | VI-John Group | Casio | United India | Oppo | Delhi Metro Rail Corporation | All India Women United Party | A Muse Group | Surya Roshni India Ltd. | Narayan Healthcare Group | Homex | Mahagun Metro Mall | Frisco Foods Pvt. Ltd. | Avon Cosmetics | Oriflame | Gulf Petrochem's Aspam Scottish School

WORK PROFILE

Talent Management | Leadership development | Organizational Change | Creativity | Client Servicing | Crisis Management | Entry Strategy | Client Retention | Digital Infused PR

CLIENT PROFILE

Jindal Steel & Power Ltd, Bharat Hotels (The Lalit), Kyndal India Pvt. Ltd., FeedbackInfra, HeidelbergCements, India Cements Ltd., Chennai Super Kings, IREO, VI-John, Sony India, Sikka Group, Arian Breweries, Abbott, Daiichi, Mecon FZE (Ireland based)

- Redesigned SOPs for executive setup and achieved a record success in staff performance levels.
- Introduced the clients to Digital PR feature and convinced them to shift their perception to newer avenues in communication management.
- Successfully spearheaded the infamous corporate crisis for Jindal Steel & Power Ltd. at the State level. Strategically drove the social media trek with ensuring effective content and SEO management.

K S Oils Ltd

Sr. Brand Manager -Mar 2007 – Aug 2009

WORK PROFILE

Branding Mgmt – Revamp, Positioning & Promotion | Strategic Communications | MarComm | Retail Branding | Vendor Relations | Strategic Planning | Budget Management | C-Level Presentations | Packaging & Production Planning

The organization was largely into export of edible mustard oil. My role was to execute brand revamp and retail launch of the entire product range in the country.

- Instrumentally brought the packaging cost down by a whopping 65% as compared to industry standards.
- Triggered the competitive edge with the new brand & packaging design impact on the shelf

- The brand took over the market lead with 9.4% within 8 months of re-launch owing to an impactful Market Entry Strategy design
- Impeccable PR and advertising mix management ensured a brilliant brand reception at consumer end.

Music Today - India Today Group

Asst. Manager Corp Comm -Sep 2005 – Feb 2007

WORK PROFILE

Branding Mgmt –, Positioning & Promotion | Strategic Communications | MarComm | Retail Branding | Vendor & Guest Relations | Strategic Planning | Budget Management | Packaging & Production Planning

In the business of promoting Indian Classical Music, it was for the first time they roped in a professional role for PR and promotions for the company.

Instrumentally achieved a drop in production costs by as much as 18% with effective vendor negotiation.

WORK PROFILE

Strategic Communications | Strategic Planning | C-Level Presentations | Client Servicing | Reporting Structures | PR Campaign Designs

CLIENT PROFILE

Tata Tea Limited, Tata Coffee Ltd, Barista, Tanishq, Titan, Himalaya Drugs, VLCC, ITC Foods – Sunfeast & Aashirwaad, DLF Ltd., Tata Sons Ltd., Tata Teleservices, Voltas, Air India (acquisition), The Indian Hotels Ltd.

Vaishnavi Corporate Communications Pvt Ltd

Sr Manager Client Servicing-Oct 2001 – Aug 2005

The greatest exposure received while working with fortune 500 client entities. Worked on multiple companies of Tata Group and various other renowned brands.

Involved with launch and re-launch of multiple high-profile brands and their product ranges like Tata Sons Ltd, Tata Tea Ltd, Tanishq, Himalaya Drugs, ITC Ashirwaad etc.

WORK PROFILE

Communications | Client Servicing | Reporting Structures | Press Release Drafts | Bio-Profiles | Dossiers

CLIENT PROFILE

National Geographic Channel, Ericsson, COAI, Max India Ltd, Max Insurance, Max Healthcare, Lufthansa Airlines, Cathay Pacific & DHL pact (project), Hutchison Essar, Seagram, BBC, Lakme India, Fair n Lovely, Modi Revlon

Genesis PR Communications Consultants Pvt Ltd

P R Associate -Mar 1999 - Sep 2001

Client Servicing and PR support. With skilful reporting and impactful dossiers, helped retain multiple clients including National Geographic Channel and Ericsson

Digitally Signed

MEENAL LUTHER NHUR

Date -July 12, 2021