

Pinakin Kamboj

Pune, India | pinakin.kamboj@gmail.com | +91 917 221 2182

COMMUNICATIONS, BRAND STRATEGY & EMPLOYEE EXPERIENCE LEADER

Strategic Communications and Brand Leader with 12+ years of experience driving brand growth, audience engagement, employee experience, and organizational transformation across Life Sciences, Oil & Gas, Technology, FMCG, Education, and BFSI sectors. Expertise spans brand strategy, content marketing, digital communications, executive communications, and change management, with a proven ability to build teams, influence stakeholders, and deliver measurable business impact.

PROFESSIONAL EXPERIENCE

Communications Manager - Ecolab (Pune GCC)

May 2025 - Nov 2025

- Built and scaled the internal communications function for Ecolab's Global Capability Center (GCC), establishing communication processes, governance standards, and stakeholder engagement frameworks within six months.
- Served as a strategic communications partner to HR, Finance, Facilities, and leadership teams, driving change communication and accelerating adoption of key organizational initiatives and policies.
- Defined communication governance and content standards for GCC stakeholders across India and global locations, creating a scalable framework for consistent and effective employee communications.
- Spearheaded localization of global culture, CSR, ERG, and employee engagement programs for the India GCC, strengthening employee relevance, participation, and alignment with organizational objectives.
- Led communications for global GCC town halls, managed the editorial calendar, and contributed to global communications planning, earning commendations from SVP-level leaders for strategic execution and cross-functional collaboration.

Communications Lead - SLB (Pune GCC)

Sept 2019 - Nov 2024

- Joined a newly established communications function and helped build it into an award-winning team, supporting employee engagement, talent acquisition, and organizational communication through the COVID-19 pandemic and extended remote-work period.
- Reimagined employee engagement for a virtual-first workforce by designing digital experiences, wellness initiatives, and community programs that exceeded pre-pandemic participation levels.
- Developed communication and engagement strategies for graduate hiring programs, creating onboarding, learning, networking, and community-building experiences tailored to Gen Z talent during remote operations.
- Led change management communications for HR, Learning, and IT transformation initiatives, including the global rollout of SkillUp, a career progression framework for technology professionals.
- Earned promotion from Grade 10 to Grade 11 and expanded responsibilities from GCC-focused communications to global communications supporting enterprise technology functions.
- Directed end-to-end communication planning and execution for five major SAP go-lives, supporting one of the largest digital transformation programs within the organization.
- Managed stakeholder communications across global geographies, partnering with senior leadership, IT teams, and 35,000+ impacted employees to drive awareness, readiness, and adoption during transformation initiatives.
- Collaborated with the CIO's leadership team to develop executive communications, global town halls, presentations, and employee engagement programs for worldwide audiences.
- Partnered with the Sustainability and Inclusion teams to elevate the visibility and impact of the 'ThisAbility' program, driving awareness of disability inclusion initiatives across internal and external audiences and contributing to multiple industry and organizational recognitions.

Marketing Content Editor - Exela Technologies

OCT 2018 - SEP 2019

- Led end-to-end content creation across websites, blogs, social media, performance marketing campaigns, sales enablement collateral, and customer-facing assets to support brand awareness, lead generation, and customer engagement objectives.
- Partnered with product, technology, and business stakeholders to translate complex solutions into compelling value propositions, user documentation, product collateral, and thought leadership content.

- Defined and executed digital and social media marketing strategies that increased brand visibility, strengthened product awareness, and contributed to growth in website traffic and inbound engagement.
- Led a multidisciplinary creative and marketing team spanning content, graphic design, video production, and performance marketing, ensuring consistent brand storytelling and campaign execution across channels.

Brand Communications Manager - SRV Media

AUG 2016 - JAN 2018

- Managed the agency's largest and most strategic client accounts during a period of organizational transformation, ensuring business continuity, client satisfaction, and consistent delivery while new teams and capabilities were being established.
- Led content strategy across social media and performance marketing campaigns for key accounts, driving improvements in engagement, campaign effectiveness, and overall marketing performance.
- Partnered with agency leadership to restructure talent into specialized functional teams, improving operational efficiency, accountability, and campaign outcomes across branding, digital, and performance marketing services.
- Built and scaled a multidisciplinary creative team of 16 professionals spanning content, design, and digital marketing functions, enabling the agency's evolution from a performance marketing specialist into a full-service branding and digital marketing partner.
- Established processes, workflows, and quality standards that supported agency growth, strengthened service delivery, and improved collaboration across creative, strategy, and performance marketing teams.

Senior Brand Strategist - Shobiz

AUG 2014 - MAY 2015

- Partnered with sales and business development teams to develop winning pitches and secure new business opportunities across BFSI, FMCG, and corporate sectors.
- Led the strategic development of client proposals, collaborating with creative, event, video, and content teams to deliver integrated pitch presentations that achieved a 60% conversion rate.
- Conceptualized and designed large-scale brand activations, events, and engagement programs for leading consumer and corporate brands, aligning creative concepts with audience insights and business objectives.
- Conducted audience and customer-profile analysis to develop experiential marketing strategies that enhanced brand engagement, customer participation, and revenue generation opportunities.
- Served as a key contributor in translating client requirements into compelling marketing, communication, and activation strategies, helping strengthen the agency's new business acquisition efforts.

AM - Strategic Alliances - Bajaj Alliance Life

JUL 2013 - AUG 2014

- Selected through campus recruitment to join Bajaj Allianz Life Insurance's Management Trainee Program, completing structured on-the-job and classroom-based training across key business functions over a six-month period.
- Worked closely with Strategic Sales Managers to identify, evaluate, and develop strategic alliance opportunities aimed at expanding the organization's group insurance business and key account portfolio.
- Developed foundational experience in strategic sales, business development, market analysis, stakeholder engagement, and corporate relationship management within a leading financial services organization.

Areas of Expertise

Strategic Communications • Brand Strategy • Corporate Communications • Change Management • Employee Engagement • Executive Communications • Content Strategy • Product Marketing • Digital Marketing • Stakeholder Management

EDUCATION & CERTIFICATIONS

Master of Business Administration - 2013
Bachelor of Business Administration - 2011
Symbiosis International University

ADDITIONAL SKILLS

Canva, Da Vinci Resolve, Photography, AV Production (Ab Initio), and CPR/ First Aid.

EXTRACURRICULAR ACTIVITIES

Motorcycling, Content Creation, Videography, Photography, and Volunteering at animal welfare shelters.