

PRAN NATH JAN

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[LinkedIn](#)

SUMMARY

An advertising & brand marketing professional with 16+ years of experience across top creative agencies and brand-side roles, including Ogilvy, Leo Burnett Orchard, BBH, Havas, Daiko FHO, Virgin Mobile, and most recently NLDS—a government-backed SaaS company.

Over the years, I've worked across Mumbai, Delhi NCR, and Chennai, leading marketing efforts across industries like automotive, FMCG, telecom, real estate, BFSI, and public sector initiatives. I've helped shape brand strategy, launch large-scale integrated campaigns, and create content ecosystems that drive both visibility and business impact.

At NLDS, I led the in-house marketing team—overseeing everything from brand positioning to digital content and stakeholder engagement. I'm passionate about building brands with purpose and consistency, and I enjoy crafting marketing solutions that align creativity with business goals.

Recently, I completed the Google Digital Marketing & E-commerce Certificate to strengthen my digital-first thinking. **I'm available to join immediately** and excited to bring my brand-building experience into the next phase of my journey.

CORE COMPETENCIES

- Brand & Product Marketing Strategy
- Digital Marketing (SEO, SEM, Analytics, Content)
- ATL, BTL & Social Media Campaigns
- Stakeholder & Vendor Management
- Customer Journey Mapping & Funnel Optimization
- Event & IP Creation
- Government & Public Sector Communication
- E-commerce & Performance Marketing
- Team Building & Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

DGM – Marketing

NLDS (NICDC Logistics Data Services Ltd.)

May 2024 – Jan 2025

- Set up marketing function for a government-backed B2B logistics platform (ULIP, LDB).
- Created and executed print and digital content strategies in-house to grow brand organically.
- Led stakeholder communications across ministries and coordinated ULIP Hackathon 2.0. Oversaw end-to-end marketing for the Hackathon including social media campaigns, e-mail marketing, content creation, and performance tracking to drive participation and visibility.

Client Servicing Director

Ogilvy, Gurugram

May 2021 – May 2024

- Led campaigns for Dabur, Pernod Ricard, UK Tourism, and public initiatives (PM-JAY, BJP).
- Managed celebrity-driven TVCs, product launches, and social impact communication.
- Handled end-to-end production of TV ads including concept, shoot planning, and execution.
- Coordinated with celebrities and production houses for high-impact brand films.
- Managed all kind of 3rd party activities like TV & digital ad production, corporate Avs, photo shoots, printing and more
- Developed and executed Google Display Network (GDN) content creation and campaigns.

Client Servicing Director

Daiko FHO Communications

Mar 2015 – May 2021

- Oversaw marketing and communication efforts for Yamaha Motors and Times Internet brands.
- Launched 12+ models and 25+ campaigns across categories using an integrated marketing mix.

- Conceptualized one of India's first music-video-driven automobile launches (RayZR x Badshah).
- Managed celebrity contracts, photo/video shoots, and post-production.
- Achieved KPIs 5 months ahead of schedule; supported national auto events and activations.
- Managed strategic communication for ET Money App and Gourmet Passport (digital-first brands), Raheja Builders, Paras Buildtech
- Developed and executed Google Display Network (GDN) content creation and campaigns.

Deputy Manager – Brand (Virgin Mobile)

TATA Teleservices

Jan 2014 – Mar 2015

- Led creative development and brand communication with agencies.
- Coordinated national visibility plans and regional activations across telecom markets.

Previous Roles in Advertising Agencies

- **BBH India (2012–2014):** Launched SKODA Octavia; developed TV channel IPs; worked on 360-degree campaigns involving TVCs and brand shoots.
- **Leo Burnett Orchard (2010–2012):** Promoted Colors TV shows (both fiction & non-fiction) & BlackBerry launches; managed celebrity photoshoots at major events.
- **DMA Yellow Works (2010):** Handled packaging designs & corporate identity creation activities for Amul, 3M, Cavinkare, Henkel India, Wipro Consumer Care & Lighting, Dorcas Market Makers Pvt Ltd, Zydus Wellness & others; coined product name “Flaavyo” for Amul.
- **Havas Creative, formerly EURO RSCG (2008–2010):** Worked on corporate films; ATL & BTL campaigns for HDFC Bank, BPCL, Bank of Baroda, Dainik Bhaskar.

CERTIFICATION

Google Digital Marketing & E-commerce Certificate

- Hands-on learning in Google Ads, Analytics, content strategy, e-commerce merchandising, SEO, SEM, and automated marketing tools.

- Developed practical skills in customer journey design, measurement, and digital branding.

EDUCATION

Indira School of Communication, Pune

PG Diploma in Communication Studies (Advertising & PR), 2008

LS College, Muzaffarpur

Bachelor of Business Administration (BBA), 2005

LANGUAGES

English, Hindi