Laksh Mohan

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SUMMARY

PGDM (International Business) candidate at **MDI Gurgaon**, pursuing a **dual degree with emlyon Business School**, France. Digital marketer with **7+ years of building blogs through SEO** and **28 months** at an Indian pharmaceutical company driving **SEO, e-commerce and digital growth**, backed by a strong grounding in **operations and compliance**.

EDUCATION

Management Development Institute (MDI), Gurgaon 2026 - 2028
PGDM (International Business) | CGPA: 7.65/10 (Term 1) India
Dual degree: **Master in Management (Grande École), emlyon Business School, Lyon, France** 2027

Indian Institute of Ayurvedic Pharmaceutical Sciences, Jamnagar 2019 - 2023
Bachelor of Pharmacy in Ayurved | Gujarat Ayurved University | 68.04% India

Sri Aurobindo Public School, Baddi 2017 - 2019
Class XII (CBSE): 77.80% | **Class X (CBSE):** 9.8/10 CGPA India

PROFESSIONAL EXPERIENCE

Go-Ish Remedies Limited | Pharmaceutical Manufacturer Feb 2024 - May 2026
Executive Assistant (Marketing and Operations) | 28 months India

- Drove **digital marketing** across SEO and e-commerce, managing **120+ listings on Tata 1mg** to grow brand visibility
- Coordinated across **5+ departments** (production, QC, procurement, admin, dispatch) to keep operations on time
- Implemented the revised **Schedule M (GMP)** guidelines and drafted a **compliance gap analysis**
- Handled the **regulatory approval pipeline** for new Ayurvedic formulations with the **Department of Ayurveda, Shimla**
- Established **SOPs** and structured workflows to improve consistency and mitigate operational risk
- Designed and built the **Netola Fitness website** on **WordPress** from the ground up
- Coordinated **facility upgrades** for the Allopathic wing to meet new regulatory standards, delivered on time

PROJECTS & LEADERSHIP

- Founded and managed **7 blogs** (**Techtoogle.com, lakshmohan.com**) over **7+ years**, growing organic reach through SEO
- Led a team of **6** on SEO for **AutomatedWheels.com**; delivered a **competitive analysis** for **MMTC-PAMP** with SEO audit, **competitor benchmarking** and digital strategy recommendations (IIM Jammu)
- Co-developed **"746 Cookies"** and led sales at the Ayurveda Health Expo, **ITRA Jamnagar**, generating **INR 45K+ in 4 days**
- Expanded the line with **"Green Routine" wheatgrass powder**; sold both at Ayush Expo, **NIA Jaipur**, managing logistics
- Raised **INR 125K+ in sponsorships** for the Rudrani Ratri Navratri event at ITRA, Jamnagar
- Co-founded **"Lekh" poetry club** (sponsors, auditions); co-organised **ITRA Open Mic 1.0 & 2.0** for **400+ attendees**
- **Junior Team Member, Vagmi** (MDI's literary club): manage social media, creating content and promotional collateral

SKILLS AND LANGUAGES

Skills: Digital Marketing | SEO/SEM (Ahrefs, SEMrush, Ubersuggest) | Social Media Marketing | E-commerce | Competitive Analysis | Google Analytics | Google Ads | WordPress | Canva | MS Excel (Pivot Tables, XLOOKUP) | MS PowerPoint | Project Management | Process Improvement (SOPs) | Regulatory Compliance (GMP) | Generative AI Tools (Claude, NotebookLM)
Languages: English (Fluent) | Hindi (Fluent) | Sindhi (Native) | Punjabi (Intermediate) | Gujarati (Basic) | French (A2)
Certifications: Executive Program in Digital Marketing, IIM Jammu (SEO, SEM, Social Media Strategy & Analytics) | Google Ads & SEO (World Technocon Tryst, IIT Delhi) | Google Ads Display | Google Analytics (Skillshop) | Claude 101 (Anthropic)
Interpersonal Skills: Communication | Leadership | Teamwork | Stakeholder Management | Problem Solving | Public Speaking

AWARDS AND RECOGNITION

- Received the **Young Achiever Award** at DigiSessions Conference, Noida for work in **SEO, blogging and keyword research**

INTERESTS & HOBBIES

- Creative writing: run an original poetry page (**@bandawriterhai**) and performed at **25+ open mics** across India
- Content creation: share campus life, events and festivals on Instagram (**@laksh.mohan**), with reels reaching **40K+ views**
- Music: **Sangeet Prabhakar (First Division)** in Tabla and 5 years of vocal training, Prayag Sangeet Samiti
- Sports: **under-18 IJPL T20** talent pool; **won** Chairman's Cup U-16 (DPS Pinjore); **captained** school team to runner-up