

MOHIT AGARWAL

Customer Success | Event & Project Management

Results-driven specialist with 12+ years of experience, including 8+ years in Customer Success, Project Management, and Event Services. Expertise in managing large-scale global events, fostering client relationships, and driving revenue growth. Skilled in onboarding, training, and digital communication with a strong focus on operational excellence. Recognized for contributions at Social27 with multiple accolades. Committed to supporting organizational growth and strategic objectives in leadership roles.

Mobile: +91 7069835662 E-mail: mhitagarwal@gmail.com Address: Bengaluru, India
LinkedIn: <https://www.linkedin.com/in/mhitagarwal>

PROFESSIONAL SUMMARY

- Strategic Event Management and Leadership:** Over a decade of experience in leading and executing large-scale events, from conception to post-event analysis, including high-profile global events like COP29 for UNFCCC, Microsoft, Google, Tektronix, and NCL, with a focus on seamless coordination and technological integration, including AI chatbots and mobile apps for COP29 to enhance participant engagement.
- Client Success and Relationship Management:** Expertise in building and maintaining strong, long-term relationships with key enterprise clients such as the United Nations, Microsoft, Google, and Tektronix, driving client retention and satisfaction through effective client onboarding while consistently increasing contract value and securing contract renewals.
- Revenue Growth and Strategic Cross-Selling:** Drove \$200,000 in additional annual revenue through effective cross-selling strategies, innovative service adoption, and identifying new revenue streams within existing accounts, achieving a 50% increase in contract value year over year.
- Project and Stakeholder Management:** Skilled in managing complex projects with multiple stakeholders, ensuring timely delivery within budget, while delivering tailored solutions to client needs and collaborating with cross-functional teams to exceed project goals and align with market demands.
- Technology Integration and Marketing Automation:** Proficient in leveraging event management platforms, CRM systems, marketing automation tools, and virtual event platforms to streamline processes, enhance client engagement, and improve operational efficiency, utilizing cutting-edge technology like AI and mobile applications.
- Cross-functional Collaboration and Innovation:** Collaborated closely with marketing, sales, and product management teams to translate client insights into actionable strategies and product enhancements, fostering continuous improvement and market relevance.

TECHNICAL SKILLS

CRM Systems | Event Management Platforms | Marketing Automation | Virtual Event Platforms | Project Management Tools
Data Analysis & Reporting | SaaS Solutions | Salesforce | Jira

WORK EXPERIENCE

Customer Success Manager & Project Manager | Social27 Inc. | Aug'20 - Feb'25

- Customer Onboarding & Adoption:** Led end-to-end onboarding for enterprise clients like the United Nations, Microsoft, and NCL, ensuring seamless implementation, product training, and maximizing customer engagement and platform adoption.
- Account Management & Revenue Growth:** Owned renewals, upsells, and cross-sells, identifying expansion opportunities to drive customer lifetime value (CLV) and increase retention.
- Customer Health & Data-Driven Insights:** Monitored customer health scores, NPS, and usage analytics, leveraging data-driven strategies to reduce churn, improve customer satisfaction (CSAT), and enhance engagement.
- Project & Risk Management:** Defined project scope, deliverables, and timelines, implementing agile methodologies and risk mitigation strategies to ensure successful execution and customer success.
- Stakeholder Communication & Collaboration:** Acted as the trusted advisor for clients, working cross-functionally with sales, product, and support teams to align on business goals and deliver proactive solutions.

Achievements:

- Strategic Project Management:** Spearheaded the management of virtual platforms, mobile applications (iOS and Android), and AI-enabled chatbots for globally recognized hybrid events, including UNFCCC-led COP29 in Baku, enabling AI Chatbot for COP29, which led to a drastic reduction in support tickets by 85% compared to COP28.
- Client Retention and Revenue Growth:** Secured annual contract renewals for NCL, achieving a 50% increase in contract value for two consecutive years, underscoring exceptional service delivery and trust-building.
- Strategic Cross-Selling Success:** Drove \$200,000 in additional annual revenue by identifying opportunities for expanded service adoption, significantly enhancing account value and client satisfaction.
- High-Profile Event Leadership:** Delivered exceptional management for COP29, a prestigious UNFCCC event with over 65,000 attendees, showcasing expertise in event coordination and technological execution on a global stage.

Events Manager | IndiQube | Sep'19 - Apr'20

- Strategic Partnerships:** Fostered and cultivated partnerships with new and existing stakeholders, ensuring collaboration aligned with event objectives and extending organizational influence.
- Comprehensive Event Management:** Planned and flawlessly executed diverse events, overseeing every detail from conceptualization to post-event analysis, ensuring seamless execution and exceptional attendee experiences.
- Revenue Optimization:** Generated incremental revenue by strategically leasing organizational property spaces for external events, maximizing asset utilization and financial outcomes.
- Logistical Excellence:** Handled all logistical aspects of event planning, including venue selection, vendor negotiations, on-site coordination, and budget adherence, delivering events on time and within financial constraints.
- Targeted Promotions:** Led targeted promotional campaigns to boost event attendance and visibility, utilizing data-driven strategies to engage the intended audience effectively.

Achievements:

- **Revenue Growth:** Achieved a 30% increase in revenue within a defined timeframe by strategically renting common spaces for events and optimizing organizational resources for financial gains.
- **Digital Transformation:** Successfully introduced webinars as a new event format, enhancing digital engagement and expanding audience reach.

Assistant Manager - Events & Marketing | Institute of Product Leadership | Mar'18 - Sep'19

- **Event Portfolio Management:** Planned, managed, and executed a diverse portfolio of over 250 annual events, including seminars, webinars, masterclasses, and networking sessions, ensuring seamless logistics and an engaging experience for all attendees.
- **Marketing Automation and Process Optimization:** Utilized advanced marketing automation tools like Zapier and Hootsuite to enhance operational efficiency, improve workflows, and maximize the outreach of events, ensuring broader audience engagement.
- **Strategic Social Media Marketing:** Crafted and executed impactful social media marketing campaigns across platforms such as LinkedIn, Facebook, and Instagram, significantly enhancing event visibility and driving audience engagement.
- **Targeted Email Marketing Campaigns:** Designed and implemented focused email marketing campaigns using platforms like SendInBlue and Eventbrite to amplify event promotion efforts and expand audience reach effectively.

Achievements:

- **Revenue Growth:** Boosted organizational revenue by 30% in FY 2018–2019 through proficient event management, innovative marketing strategies, and successful lead-generation initiatives.
- **High-Impact Event Execution:** Achieved a milestone by organizing an event with 300 attendees, demonstrating unparalleled expertise in event logistics and marketing execution.

Business Development Executive | Quantum BSO & Tech Pvt. Ltd. | Mar'17 - Feb'18

- **Strategic Lead Generation:** Initiated and executed comprehensive lead generation strategies across diverse online platforms, targeting specific business verticals and customizing outreach approaches to align with client-specific needs.
- **Client Relationship Management:** Established strong client connections through tailored email communication and persuasive phone interactions, leading to successful product demonstrations and fostering long-term business opportunities.
- **Innovative Marketing Execution:** Collaborated directly with the CEO to design and implement impactful marketing initiatives, ensuring alignment with organizational goals and optimizing the effectiveness of outreach efforts.
- **Comprehensive Documentation Management:** Developed and managed critical business documents, including Non-Disclosure Agreements, Proposals, EULAs, and MTSAAs, ensuring legal precision and transparent communication with potential clients.

Past Experiences

(Present)

Sales Consultant | Fleming | Jun'16 - Mar'17

Assistant Manager - Marketing & Sales | Krish Tektronics Pvt. Ltd. | Dec'15 - Apr'16

Marketing Manager | Bansal Cement Pvt. Ltd. | Apr'12 - Nov'15

EDUCATION

MBA - International Marketing | Coventry University, UK | 2014

B.Com | St. Xavier's College, Kolkata | 2012

PUC - Karnataka State | Christ PU College, Bengaluru | 2009

CERTIFICATIONS

- Certification on ChatGPT, DALL-E, MidJourney & JasperAI (Coursiv)

SKILLS

Core Competencies: Customer Success Management, Client Relationship Building, Strategic Project Management, Cross-functional Collaboration, Strategic Event Planning & Execution, Revenue Growth & Cross-Selling Strategies, Stakeholder Engagement & Communication, Client Retention & Satisfaction, Virtual & Hybrid Event Coordination, Social Media Marketing & Campaign Execution, Leadership & Team Collaboration, Product Training, Client Onboarding & Training Programs

Soft Skills: Communication, Collaboration, Problem Solving, Adaptability, Relationship Building, Time Management, Negotiation, Leadership, Decision

LANGUAGES

English, Hindi, Bengali