

AGRIT GUPTA

MARKETING PROFESSIONAL



Experienced Marketing Manager, an enthusiast for Branding and Product Marketing. Proficient in market research, data analysis, and cross-functional collaboration. Proven track record in managing budgets, optimizing ROI, and launching successful brand and performance campaigns. Skilled in product management and implementing Retention Marketing programs for customer loyalty. MBA in Marketing and Finance, with certifications in branding, Google Ads, and analytics. Committed to delivering impactful product marketing strategies and driving growth through data-driven innovation

Contact

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Education

● MBA

Symbiosis International University
Marketing & Finance
2019-2021

● B. TECH

Bangalore Institute of Technology
Mechanical
2014-2018

Marketing Skills:

- Performance Analysis and Reporting
- Cross-Functional Collaboration
- **Brand Management**
- Product Management
- Campaign Strategy and Execution
- **Market Research/Creative Strategy**
- A/B Testing
- **Social Media Marketing (SMM)**
- Public Speaking
- Project Management

Experience

● Marketing Manager

● Sharechat

June 2023 - January 2024

- Brand Management: Designing brand surveys and analyzing consumer psychology for our platform and clients through well-designed questionnaires and other initiatives
- Product Management: Initiated and managed the **"India Grows"** product to enhance customer loyalty through end-to-end feature management (Achieved average CTR 0.9%, with an enhanced average span of 8s)
- Performance Analysis and Reporting: Analyzed CPM, CPI, CPV metrics, provided actionable insights, and delivered client reports
- Cross-Functional Collaboration: Worked with creative, sales, and account management teams for seamless campaign execution and management
- Campaign Strategy and Execution: Planned, executed, and analyzed 100+ brand awareness and performance campaigns, optimizing ROI and KPIs, with budgets exceeding 40 Lacs
- Cohort Analysis: Conduct comprehensive cohort analysis to identify and assess user behaviour patterns, enabling data driven decision-making for optimizing customer acquisition, retention, and engagement strategies

Clients Handled: Myntra, Paytm, Redbus, Airtel Xstream, IIFL, Regional Governments

Tools: Sharechat Ad Network (SAN), Google Ad Manager (GAM), Appsflyer, Superset, CRM (Customer relationship management), Redash, Big Query, Salesforce

Analytical and Strategy Skills:

- Marketing Analysis
- Demand Growth
- Retention Program Implementation
- Cost Optimization
- Social Media Management
- Product Roadmap

AdOps and Digital Campaign Skills:

- Market Expansion and Brand Support
- Campaign Management
- Data-Driven Advertising
- Innovation and Analytics

Personal Interests and Hobbies:

- Mark-eating
- Marketing Case Studies Enthusiast
- Politics
- Sports
- Creative Writing
- Journaling
- Economics
- Personal Finance
- **Learning AI (ChatGPT, Midjourney)**
- FMCG Market Enthusiast

USPs:

- Creative thinking optimized solutions
- OQP (Only Quality People)
- Political Awareness
- Inquisitive marketer
- Growth hacker aspirer
- Quick Learner
- Googling
- Affable Persona
- Voracious Learner
- Branding case studies fanatic

● Marketing Analyst

● Uncle Delivery Express

November 2022 - March 2023

- Marketing Strategy Coordination: Ideated and managed marketing activities for Central Strategy team's city assets
- BTL Activation Management: Executed BTL activations, optimized ROI for Delhi and Hyderabad markets with budgets of 14 and 8 lakhs respectively; Initiated **Autohood branding**
- Demand Growth: Increased order demand in Badli and Okhla zones by **1.15x** and **1.12x**
- Retention Program Implementation: Launched Retention Marketing program for customer loyalty and direct communication
- Cost Optimization: Reduced advertising and BTL activities costs by 10%
- Product Roadmap: Designed roadmap for **"Mystery Box"** feature
- User Segmentation: Created new user cohorts for efficient targeting
- Social Media Management: Managed content on various platforms including Instagram, Facebook, and others

Tools: Operation Analytics, Canva, Stone

● Marketing Analyst

● Publicis Global Delivery

June 2021 - November 2022

- Market Expansion and Brand Support: Captured Taiwanese market, reduced campaign errors, and introduced **"Know The Fact"** platform
- Campaign Management: Handled digital UACs for Disney and ESPN+
- Data-Driven Advertising: Utilized DSS data for ad creation, A/B testing, and tag generation
- Innovation and Analytics: Leveraged data for innovation, measured success, and proposed market expansion strategies; Reduced error rate from 8% to 0% in Q3 and Q4
- Training and Development: Managed training sessions and performance analysis for new employees

Clients Handled: Disney, ESPN+ & Samsung

Tools: Campaign Manager 360 (DCM- DoubleClick Campaign Manager), Integral Ad Solutions (IAS), Impact (Influencer Ads), Canva, Jira

● Certifications:

- Branding & Brand Management : Branding Strategy Brand Tactics
- ChatGPT Marketing: Create Complete Campaigns with Chat GPT
- Google Ads Masterclass (AdWords) Grow with Google Ads
- Product Marketing and Product Management