

SUMMARY

Senior digital and e-commerce marketer with 9.5 years of experience leading digital brand storytelling and full-funnel growth across consumer brands and internet businesses. Proven track record of building consumer brands, launching 1000+ products, driving organic and paid growth, and managing multi-crore marketing budgets.

EXPERIENCE

Amazon India - Marketing Manager

Bangalore | May 2022 – Mar 2026

Category Marketing Manager – Amazon Private Brands

Led e-commerce marketing and GTM for a **₹500 Cr Amazon Private Brands consumables portfolio**, driving new product launches, brand building, and performance marketing. Owned digital execution across Amazon India marketplace (content, search, brand media, deals, and CX) balancing brand storytelling with conversion and scale.

- **New product launches and GTM:** Led category GTM and launch marketing for **500+ products annually**, building scalable frameworks across packaging, content, SEO, product page CX, Amazon Sponsored Ads, driving **20% of annual sales (₹100Cr)** from new launches.
- **Performance marketing:** Managed a **₹50 Cr annual performance marketing budget (AMS)**, optimizing focus-product budget allocation, campaign structure and experimentation to improve **ad efficiency (TACOS) by 120 bps**, unlocking **₹6 Cr in annual savings**
- **Brand management:** Led **brand and packaging transformation** for Vedaka, **redefining positioning**, visual identity and digital storytelling to drive higher recall and differentiation across customer touchpoints
- **Customer lifecycle management:** Improved **customer acquisition and repeat purchase** by activating behavior-based segmentation (views, past purchases, Prime status) and targeted coupon strategies, resulting in **+7% new-to-brand orders** and **12% improvement in repeat rate**
- **AI-led efficiency:** Scaled **AI-enabled creative production** (3D renders, lifestyle imagery, infographics, DP content) reducing production turnaround by **~40%** and improving launch velocity

Marketing Manager – Website (Seller Acquisition) | Digital Experience & Growth

Owned website strategy and acquisition funnels for sell.amazon.in and smbhav.amazon.in as a team lead in the India seller marketing team. Led strategic web experience optimization in partnership with product, design, analytics, and engineering teams to deliver data-led digital experiences at scale.

- **Conversion rate optimization:** Improved website conversion to **4.7% (+180 bps)** through UX, messaging, onboarding flow optimization
 - **Organic traffic growth:** Grew organic traffic to **979K in Q1'24 (+31.5% YoY)**, through SEO and content improvements, offsetting **58% cuts in SEM budgets**
 - **User experience:** Delivered optimized experiences across **11.3MM+ annual visits** (sell.amazon.in) and **650K** ([Smbhav](https://smbhav.amazon.in)), supported by strong instrumentation and funnel analytics
 - **CMS bar-raiser:** Served as **consultant** for in-house content management system (LEGO) for **10+ teams**
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ColorTokens | Digital Marketing Manager | B2B SaaS Marketing

Bangalore | May 2020 – Apr 2022

Owned **full-funnel B2B SaaS demand generation** targeting mid-market CIOs/CISOs in the US market, driving pipeline growth and efficiency through content marketing, SEO, SEM, email marketing

- **Demand gen:** Led **end-to-end demand generation** across SEO, Google Ads, landing pages, and email nurture
 - **Google Ads:** Managed **\$100K annual Google Ads budget**; restructured keyword strategy and improved campaign architecture to **reduce CPL by 50%** to \$410 from \$780
 - **SEO and content marketing:** Scaled **organic traffic 30% YoY** through content optimization, technical SEO, improvements in site-health (76% → 95%), domain authority (35 → 42), bounce rates (80% → 66%)
 - **Email marketing automation:** Designed and executed email automation programs; **doubling email open rates** through segmentation and content refresh
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S&P Global - Fact Checker, Business News

Gurgaon | Mar 2017 – Mar 2019

Grapes Digital - Senior Account Manager

Delhi | Feb 2016 – Mar 2017

- Managed end-to-end digital marketing campaigns for large consumer brands (Horlicks, Boost, Videocon, Eicher Motors), coordinating creative, social media, and analytics teams.
 - Expanded existing accounts to generate ₹3M ARR and was promoted within 3 months for strong client management and project execution.
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GoodService - Content Marketing Associate

Delhi | Jun 2015 – Jan 2016

- Led growth and retention campaigns for a Sequoia-funded consumer app, driving **20K+ installs at ₹28 CAC** and improving usage **30%**.
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EDUCATION

Indian School of Business (ISB) | PGP, Marketing & Strategy | 2019 – 2020

Hindu College, University of Delhi | MA English | 2013 – 2015

Hindu College, University of Delhi | BA (Hons) English | 2010 – 2013

SKILLS

Digital & Growth: SEO, SEM (Google Ads, AMS), conversion rate optimization, content marketing, email marketing and automation

Strategy: Product marketing, go-to-market, category marketing, brand strategy, demand generation, customer acquisition and retention

Analytics: Marketing analytics, A/B testing, attribution, experimentation, budget management

INTERESTS

Distance running (3 half marathons), competitive Ultimate Frisbee (India Masters tournaments), Squash