

# Priya Sharma

Marketing Director – Growth & Brand

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## CAREER SUMMARY

Growth-driven marketing leader with 8 years of experience scaling D2C and consumer brands across digital, performance, and brand channels at Nykaa, Hindustan Unilever, and PepsiCo India. Proven expertise in owning Rs 40 crore+ media budgets, building high-converting marketing funnels, and leading cross-functional creative teams of 15+ across performance, content, influencer, and CRM functions. Track record of transforming brand performance through data-driven strategy and customer-centric innovation.

## EXPERIENCE

### Senior Marketing Manager

Nykaa

Feb 2020 – Present

- Owned performance and brand marketing for skincare vertical with Rs 28 crore annual media budget, scaling revenue 3.2x in 2 years through integrated GTM strategy

- Led team of 12 across performance, content, influencer, and CRM channels, reducing blended CAC by 34% year-over-year

- Spearheaded influencer programme that generated 180M impressions in FY2023, driving brand awareness and customer acquisition for new product launches

### Brand Manager

Hindustan Unilever Limited

Apr 2017 – Jan 2020

- Managed Lakme face care portfolio P&L worth Rs 420 crore, growing market share from 14% to 19% within 24 months through ATL and BTL campaign execution

- Executed integrated marketing campaigns across 18 markets and coordinated with global brand teams in London and Singapore for brand consistency

- Won Effie Award 2019 for Lakme Skin Naturals campaign, recognized for effectiveness in driving consumer engagement and market growth

### Assistant Brand Manager

PepsiCo India

Jun 2015 – Mar 2017

- Supported brand campaigns for Tropicana and Quaker portfolios, delivering 112% of seasonal targets through regional activation redesign

- Managed agency relationships and coordinated in-store activation programmes across 6 zones, optimizing promotional effectiveness

- Supported product team on GTM initiatives and market intelligence gathering for competitive positioning

## EDUCATION

### MBA in Marketing

2015

IIM Lucknow

## SKILLS

**Technical:** Google Analytics 4, Meta Ads Manager, HubSpot CRM, Klaviyo, Tableau, SEMrush, Nielsen

**Functional:** Brand Strategy, Performance Marketing, D2C Growth, CRM, Influencer Marketing, Go-to-Market Strategy, ATL/BTL Campaigns

**Soft Skills:** Team Leadership, Creative Direction, Stakeholder Management, Data-Driven Decision Making

## CERTIFICATIONS

- Marketing Leader of the Year – Nykaa Awards 2023
- Forbes 30 Under 30 Marketing – Forbes 2022
- Effie Award – Effie Awards India 2019

## AWARDS & RECOGNITION

- Marketing Leader of the Year — Nykaa Awards 2023, Forbes 30 Under 30 Marketing 2022, Effie Award 2019