

# Priya Sharma

+91 99101 67432 | priya.sharma@gmail.com | linkedin.com/in/priyasharmamarketing

May 26, 2026

---

Application for: **Marketing Director Growth and Brand** at **Mamaearth**

Dear Ghazal Alagh,

My track record scaling high-velocity D2C and FMCG brands positions me uniquely for this opportunity at Mamaearth. As Senior Marketing Manager at Nykaa, I scaled our skincare category 3.2x while managing a Rs 28 crore media budget, directly demonstrating the P&L ownership and performance marketing expertise your growth and brand strategy role demands. This experience in fast-scaling categories mirrors exactly what you're building.

Across my 8 years, I have consistently delivered on the dual mandate of brand building and growth that this role requires. At HUL, I grew Lakme face care market share from 14% to 19% while establishing brand equity that sustained premium positioning, an Effie Award-winning campaign in 2019. My combined D2C experience at Nykaa and FMCG expertise at HUL and PepsiCo India means I understand both the disciplined brand architecture that wins in traditional channels and the agile, performance-driven mindset required to scale digital-first businesses. I am fluent in managing large media budgets strategically without sacrificing brand narrative.

Mamaearth is building the defining Indian D2C brand of this decade. Having scaled brands across both traditional FMCG and digital-first platforms, I understand precisely what it takes to win in this competitive space. Your category momentum and brand vision align with my goal to own a high-velocity P&L and drive transformational growth from the ground up.

I am ready to contribute immediately and would welcome the opportunity to discuss how my background accelerates your growth and brand objectives. I am available for a conversation at your earliest convenience.

Sincerely,

**Priya Sharma**

Senior Marketing Manager – Nykaa