

Dynamic marketing professional with 8+ years of experience across BFSI, FMCG, and tech-enabled businesses—uniquely blending **brand strategy with deep, on-ground sales execution**. At Kotak Alts, I led marquee brand-building initiatives across investor segments, owning **end-to-end content strategy, campaign execution, and GTM planning**. Prior to that, I carried full **P&L responsibility** and drove **hypergrowth in sales** roles at Udaan and Ninjacart, gaining firsthand market insight and an intuitive grasp of consumer behavior.

Chief Manager – Marketing | Kotak Alternate Asset Managers Ltd Apr 2024 – Present

- Spearheaded **AltView**, flagship investor engagement platform, grew CXO/HNI attendance by 45% YoY.
- Launched **AltWaves**, a thought-leadership podcast anchoring brand themes around Trust, Knowledge, and Expertise to deepen brand credibility with HNI and Ultra-HNI audiences.
- Introduced **AltVault**, a quarterly macro and fund insights newsletter, achieving an 89% readership.
- Led development of **10+ strategic case studies**, embedded in 85% of active investor conversations
- Grew **LinkedIn following from 36K to 53K** (+47%) by aligning content themes with fund GTM cycles, macro trends, and investor behavior insights.

Senior Manager – Marketing | Kotak Alternate Asset Managers Ltd Feb 2022 – Mar 2024

- **Led brand repositioning** across digital, decks, and comms — unified identity across touchpoints.
- Led full-scale CMS transformation and **website rebranding** aligned to investor segments.
- Filtered, evaluated, and hired creative marketing agencies to align with brand and business objectives.
- Built marketing playbooks — pitch decks, email campaigns, and content libraries.
- Standardized monthly fund reporting process across product and investor relations teams.

City Demand Manager | Udaan Nov 2019 – Jan 2022

- Owned P&L for Chennai and Coimbatore, scaling FMCG vertical by **131% in a single quarter** and achieving market-best **57% browser-to-buyer conversion**.
- Launched and scaled a **private label strategy**, improving margin mix and brand recall.
- Managed a **200+ person sales team**; deployed **gamification** playbooks, improving productivity by 35%.

Category Manager | Ninjacart Jan 2019 – Sep 2019

- Owned **P&L responsibility** for Bangalore and Chennai, representing **65%+ of org revenue**.
- Launched the Wholesale Auction Bazaar, boosting unsold inventory recovery from **40% to 85%**.

Associate Manager – Commercial & Logistics | Vedanta Ltd May 2018 – Jan 2019

- Delivered **\$0.5M+ cost savings** by analyzing sea freight and demurrage contract performance.

Department Manager | Decathlon Sports India Oct 2013 – Jan 2015

- Won “**Best Layout**” global award, recognized by Decathlon HQ and featured on the company magazine.

Skills & Education

Content Strategy GTM Event Marketing Positioning Investor Communication Media Mix Planning	
MBA Bharathidasan Institute of Management	Jun 2016 - May 2018
Bachelor of Engineering Anna University	Jun 2010 - May 2014

Certifications

- Digital Marketing and Ecommerce - Google
- Content Strategy - Hubspot
- Sales Gamification - LinkedIn