

ANANYA SHARMA

MARKETING MANAGER

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PROFILE

Brand and growth marketer with 8 years across D2C and hospitality. I build campaigns from insight to execution, manage budgets with discipline and love a good creative brief.

EXPERIENCE

Marketing Manager 2021 – Present

Halcyon Hotels & Resorts, Gurugram

- Run a ₹4 crore annual marketing budget across 12 properties.
- Launched a loyalty programme that reached 85,000 members in its first year.
- Grew direct bookings from 31% to 46% of revenue through search and CRM.

Senior Brand Executive 2018 – 2021

Saffronleaf Foods, New Delhi

- Led the relaunch of a packaged-snacks range across 9 states.
- Managed agencies for TV, digital and in-store campaigns.
- Built a creator programme with 120 regional food creators.

Marketing Associate 2016 – 2018

Pinecrest Retail, Noida

- Planned seasonal sale campaigns and in-store promotions for 40 stores.

EDUCATION

MBA, Marketing

Sunrise Institute of Management

2014 – 2016

BBA

Aravali College of Commerce

2011 – 2014

SKILLS

Brand strategy
Performance marketing
CRM & loyalty
Budget planning
Agency management
Market research

TOOLS

Google Ads
Meta Ads Manager
HubSpot
GA4
Canva
Excel

LANGUAGES

English
Hindi
Punjabi

AWARDS

- Halcyon Leadership Award, 2023