

ANANYA SHARMA

MARKETING MANAGER

+91 98110 22334 / ananya.sharma@email.com / Gurugram, India / linkedin.com/in/ananyasharma

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

2014 — 2016

Sunrise Institute of Management

BBA

2011 — 2014

Aravali College of Commerce

SKILLS

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

TOOLS

Google Ads Meta Ads Manager HubSpot GA4 Canva Excel

AWARDS

- Halcyon Leadership Award, 2023