

Ananya Sharma

Marketing Manager

• 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