

Ananya Sharma

Marketing Manager

CONTACT

PHONE

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EMAIL

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LOCATION

Gurugram, India

PROFILE

linkedin.com/in/ananyasharma

SKILLS

Brand strategy

Performance marketing

CRM & loyalty

Budget planning

Agency management

Market research

TOOLS

Google Ads

Meta Ads Manager

HubSpot

GA4

Canva

Excel

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.

Marketing Intern

2015

Monsoon Media House, New Delhi

- Supported event marketing and social media for a city festival.

LANGUAGES

English

Hindi

Punjabi

CERTIFICATIONS

- Digital Marketing Strategy
- Google Ads Search Certification

AWARDS

- Halcyon Leadership Award, 2023

INTERESTS

Kathak

Travel writing

Food walks

PROJECTS

Monsoon getaway campaign

2023

Integrated

- Search, social and CRM campaign that filled 92% of rooms in the off-season.
- Won the group's internal campaign award.

Brand refresh

2022

Agency lead

- Led a refresh of logo, tone and photography across 12 properties.

EDUCATION

MBA, Marketing

2014 — 2016

Sunrise Institute of Management

BBA

2011 — 2014

Aravali College of Commerce