

# Agrit Gupta

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## Summary

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Experienced Marketing Manager, an enthusiast for Branding and Product Marketing. Proficient in market research, data analysis, cross-functional collaboration, managing budgets, process optimization, and launching successful brand and performance campaigns. MBA in Marketing and Finance, with certifications in branding, Google Ads, and analytics. Aiming to leave a lasting impression through my professional and personal ethics.

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## Experience

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**Sharechat — Marketing Manager** || Gurugram, Haryana

[June 2023 - January 2024]

- **Brand Management:** Designing brand surveys and analysing consumer psychology for our platform and clients through well-designed questionnaires and other initiatives
- **Product Management:** Initiated and managed the "India Grows" product to enhance customer loyalty through end-to-end feature management (Achieved average CTR 0.9%, with an enhanced average span of 8s)
- **Performance Analysis and Reporting:** Analysed CPM, CPI, CPV metrics, provided actionable insights, and delivered client reports
- **Cross-Functional Collaboration:** Worked with creative, sales, and account management teams for seamless campaign execution and management
- **Campaign Strategy and Execution:** Planned, executed, and analysed 100+ brand awareness and performance campaigns, optimizing ROI and KPIs, with budgets exceeding 40 Lacs

**Clients Handled:** Myntra, Paytm, Redbus, Airtel Xstream, IIFL, Regional Governments

**Tools:** Sharechat Ad Network (SAN), Google Ad Manager (GAM), Appsflyer, Superset, CRM (Customer relationship management), Redash, Big Query, Salesforce

**Uncle Delivery Express — Marketing Analyst** || Gurugram, Haryana

[November 2022 - March 2023]

- **Marketing Strategy Coordination:** Ideated and managed marketing activities for **Central Strategy** team's city assets
- **BTL Activation Management:** Executed BTL activations, optimized ROI for Delhi and Hyderabad markets with budgets of 14 and 8 lakhs respectively; reduced advertising and BTL activities costs by 10%
- **Demand Growth:** Increased order demand in Badli and Okhla zones by 1.15x and 1.12x, Initiated Auto hood branding
- **Retention Marketing:** Launched Retention Marketing program for customer loyalty and direct communication
- **Product Roadmap:** Designed roadmap for "Mystery Box" feature
- **Cohort Analysis:** Conduct comprehensive cohort analysis to identify and assess user patterns, enabling data-driven decision-making for optimizing customer acquisition, retention, and engagement strategies
- **Social Media Management:** Managed content on various platforms including Instagram, Facebook, and others

**Tools:** Operation Analytics, Canva, Stone

**Publicis Global Delivery — Marketing Analyst** || Gurugram, Haryana

[June 2021 - November 2022]

- **Market Expansion and Brand Support:** Captured Taiwanese market, reduced campaign errors, and introduced "Know The Fact" platform
- **Campaign Management:** Handled digital UACs for Disney and ESPN+
- **Data-Driven Advertising:** Utilized DSS data for ad creation, A/B testing, and tag generation
- **Innovation and Analytics:** Leveraged data for innovation, measured success, and proposed market expansion strategies; Reduced error rate from 8% to 0% in Q3 and Q4
- **Training and Development:** Managed training sessions and performance analysis for new employees

**Clients Handled:** Disney, ESPN+ & Samsung

**Tools:** Campaign Manager 360 (DCM- DoubleClick Campaign Manager), Integral Ad Solutions (IAS), Impact (Influencer Ads), Canva, Jira

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## Skills

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**Marketing Skills:** Performance Analysis and Reporting, Cross-Functional Collaboration, **Brand Management**, Product Management, Campaign Strategy and Execution, **Market Research/Creative Strategy**, A/B Testing, Social Media Marketing (SMM), Public Speaking, Cost Optimization, Project Management

**Personal Interests and Hobbies:** Mark-eating, Marketing Case Studies Enthusiast, Politics, Sports, Creative Writing, Journaling, Economics, Personal Finance, Learning AI (ChatGPT, Midjourney), FMCG Market Enthusiast

**USPs:** Creative thinking optimized solutions, OQP (Only Quality People), Political Awareness, Inquisitive marketer, Growth hacker aspirer, Quick Learner, Googling, Affable Persona, Voracious Learner, Branding case studies fanatic

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## Education

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**Symbiosis International University** | MBA (Marketing and Finance) | Pune | 2021 | GPA – 7.2

**Visvesvaraya Technological University** | Mechanical | Bengaluru | 2018 | Percentage – 62%

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## Certifications

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- **Branding & Brand Management: Branding Strategy Brand Tactics**
  - **ChatGPT Marketing: Create Complete Campaigns with Chat GPT**
  - **SEO Marketing**
  - **Tableau**
  - **Product Marketing and Product Management**
  - **Google Ads Masterclass (AdWords) Grow with Google Ads**
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