

Vinita Sharma

Marketing | Branding | Communications | Product Launch Strategy

Delhi NCR | vinita44@gmail.com | +91 88002 27577 | LinkedIn:
linkedin.com/in/VinitaSharma

Profile

Marketing and communications leader with 19+ years of experience building brands, launching products, and driving integrated marketing strategies across digital and offline channels. Proven ability to scale brand visibility, lead multi-channel campaigns, and align marketing with business growth objectives. Experienced in brand transformation, PR strategy, digital marketing, content ecosystems, and product go-to-market strategy across hospitality, consumer products, education, and e-commerce sectors.

Core Expertise

- Brand Strategy & Positioning
- Marketing Communications & PR
- Product Launch & Go-to-Market Strategy
- Digital Marketing & Social Media Strategy
- Integrated Campaigns (ATL / BTL)
- E-commerce & Digital Platforms
- Corporate Communications
- Content Strategy & Brand Storytelling
- Stakeholder & Agency Management
- Market Intelligence & Consumer Insights

Professional Experience

Chief Business Officer (CBO) – Steadfast Nutrition, Noida, India | Aug 2025 – Feb 2026

- Led strategic initiatives to strengthen brand positioning, market expansion, and revenue growth.
- Directed integrated marketing and communication strategies across product, digital, and retail channels.
- Developed brand-driven go-to-market strategies for nutrition products.
- Aligned marketing, sales, product, and operations teams to ensure consistent brand messaging.
- Guided leadership using consumer insights and market trends.

Consultant – Social Media & Business Promotion – The Recess College, London, UK | May 2022 – Aug 2025

- Designed digital communication strategies and social media campaigns to increase program visibility.
- Built lead-generation funnels across website and social channels improving conversions.
- Created promotional campaigns and brand messaging assets.
- Managed CRM communication workflows to support lead nurturing.
- Developed SOPs to streamline marketing and communication operations.

Consultant – Digital Marketing & Strategy – Let’s Curate, New York, USA | Jul 2019 – Aug 2025

- Led digital marketing, PR, and social media strategy across global markets.
- Managed websites, blogs, social platforms, and e-commerce communication channels.
- Coordinated teams for digital product and e-commerce launches.
- Handled vendor partnerships and PR collaborations.
- Generated qualified leads through integrated digital campaigns.

Senior Manager – Brand – Ecoworks Biotech, Mumbai, India | Sep 2017 – Jul 2019

- Directed brand strategy, marketing campaigns, and digital promotions.
- Managed ATL and BTL campaigns and marketing collateral.
- Strengthened brand visibility through integrated communication initiatives.
- Managed B2B and B2C customer communication programs.
- Led marketing planning, promotions, and brand partnerships.

Senior Brand Manager – HRH Group of Hotels, Udaipur, India | Jun 2011 – Sep 2017

- Led brand repositioning and rebranding initiatives.
- Developed social media strategies and digital storytelling campaigns.
- Launched new hospitality offerings and loyalty programs.
- Managed PR collaborations and influencer partnerships.
- Strengthened online visibility across travel platforms.

Brand Manager – Greenply Industries, Delhi, India | Aug 2008 – Jun 2011

- Managed integrated marketing campaigns including advertising and product launches.
- Developed brand positioning strategies for domestic and international markets.
- Led media planning and agency management.
- Conducted competitive analysis and market intelligence.
- Created marketing communication and digital content.

Client Servicing Executive – Percept H, Delhi, India | Jun 2005 – Aug 2008

- Managed campaigns for Canon, DLF, Assotech Realty, and Bharti Group.
- Executed ATL and BTL campaigns from concept to delivery.
- Coordinated creative, production, and media teams.
- Delivered integrated brand communication campaigns.

Education

MBA – Rajasthan University | 2005

Bachelor of Commerce – Rajasthan University | 2003

Senior Secondary – Birla Balika Vidyapeeth, Pilani | 2000