



SHILPA SHARMA

Marketing & Corporate Communications Leader | Brand & Integrated Marketing | Strategic Communications and PR | AI-led Transformation

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SUMMARY

Marketing & Corporate Communications leader with 14+ years of experience shaping brand reputation, driving visibility, and delivering business impact across global agency and technology environments. Known for building and scaling marketing and communications functions from the ground up, leading integrated strategies across PR, media, digital, internal communications, and stakeholder engagement. Bring a modern, systems-led approach to storytelling, leveraging Gen AI and agentic AI tools to enhance content, streamline workflows and improve communications effectiveness. Proven strength in executive positioning, brand transformation and high-impact visibility initiatives, aligning communications with business priorities, culture and growth.

CORE COMPETENCIES

- Corporate Reputation, Communications & Executive Positioning
- Brand Strategy, Market Positioning & Growth Narratives
- Thought Leadership, Media Relations & Stakeholder Influence
- Integrated Internal & External Communications
- AI-led Marketing Transformation & Content Innovation
- Digital Strategy, Social Presence & Content Development
- Employer Branding, Culture Building & Employee Engagement
- ABM, Pursuit Strategy & Business Enablement
- Events & Industry Engagement
- Transformation Leadership & Process Improvement
- Team Leadership & Cross-functional Partnership

KEY ACHIEVEMENTS

Award Recognition:

- **Winner** – [Trailblazer, PR & Communications Aces Awards 2022 \(Under 40\)](#) by Indian Television.
- **Winner** – [SHE 2023 by Agency Reporter](#), recognized for professional excellence and championing women empowerment.
- **Shortlisted** – Agency Reporter India's Top 40 Under 40 PR Professionals.
- **Featured** – Digital Studio India cover story: "[The Marketing Wizards of M&E](#)" for driving innovative marketing strategies.

Innovative Initiatives:

- **Established and built the marketing and communications function at Experience Commerce from the ground up**, developing robust brand strategies and integrated communications frameworks.
- Launched CYLNDR: Played a key role in **establishing CYLNDR, a full-scale production studio**, shaping it from the ground up, across brand identity, positioning, website development, digital ecosystem, social media presence, PR strategy, and go-to-market rollout.
- Led efforts to **leverage generative AI and Agentic AI tools** to create compelling content, optimize workflows and enhance communications and marketing operations.
- Led a **cross-functional team of 5** across design, content and digital marketing
- Drove **inbound-led growth**, generating 150+ qualified leads annually and contributing to client acquisition including FiatPe, Invecto Technologies, Yash Technologies and more.

Thought Leadership & Content:

- **Published** travel features in Destination India Magazine to **promote Indian tourism**.
- **Authored articles** on influential platforms including **Afaqs!** and **ET Brand Equity**, focusing on industry trends and marketing insights.

WORK EXPERIENCE

Director - Marketing & Communications, Experience Commerce and CYLNDR India; a Cheil Group Companies, Mumbai

May 2022 - Present

- Built and scaled the Marketing & Corporate Communications function from the ground up, establishing brand strategy, messaging, PR, digital presence and integrated communication frameworks
- Played a key role in establishing CYLNDR, a full-scale production studio, shaping it from the ground up, across brand identity, positioning, website development, digital ecosystem, social media presence, PR strategy and go-to-market rollout.
- Led brand positioning and visibility initiatives, driving consistent narratives across PR, media, digital and leadership platforms
- Strengthened executive visibility and thought leadership through op-eds, bylines, panels, webinars and industry engagement
- Owned external communications, including PR, media relations, website & social content ecosystems and award submissions, enhancing brand presence and credibility
- Developed and executed digital and content strategies across SEO/SEM, LinkedIn, and integrated campaigns, improving audience reach and engagement
- Drove internal communications and employer branding, leading employee engagement initiatives, internal campaigns, and culture-building programs including Rewards & Recognition
- Conceptualized and delivered high-impact events and industry platforms, including conferences, summits, and partnerships, strengthening stakeholder relationships
- Introduced structured processes and integrated communication frameworks, improving alignment across internal and external messaging
- Built and mentored a high-performing team, fostering collaboration, accountability and consistent delivery

Senior Global Marketing & Communications Manager - Prime Focus Technologies, Mumbai

Sep 2014 - May 2022

Directed global marketing and communications initiatives across US, EMEA, and APAC.

- Led global corporate communications, defining brand positioning and driving clear, consistent messaging across PR, owned channels and digital platforms
- Built and managed media and industry relationships, driving strong coverage and thought leadership through interviews, bylines, and webcasts
- Led internal communications and employer branding, improving employee engagement and alignment
- Managed global events and industry engagements, strengthening brand presence and stakeholder relationships
- Led marketing strategy and account-based programs for high-value accounts, driving pipeline and client growth aligned to business priorities
- Managed strategic partnerships with Amazon Web Services and Microsoft, and led analyst relations with Forrester and Devoncroft Partners, driving joint initiatives and enhancing market visibility
- Managed marketing operations including team leadership, planning, budgets, and cross-functional coordination
- Worked closely with senior leadership to align marketing and communications with business priorities
- Led CSR and ESG initiatives across regions, driving sustainability and diversity programs

EDUCATION

Advanced Program for Marketing Professionals (APMP) <i>Indian Institute of Management (IIM) Calcutta</i>	July 2023 - June 2024
MBA <i>Sikkim Manipal University Distance Program</i>	Jan 2007 - Dec 2010
MA - English Literature <i>University of Rajasthan</i>	May 2002 - April 2004

THOUGHT LEADERSHIP & INDUSTRY ARTICLES

<u>From IQ to EQ, can AI catch up?</u> Published in Afaqs!	June 2023
<u>Is Mega Influencer Marketing on the verge of its extinction?</u> Published in ET Brand Equity	May 2023
<u>Emotional Connections: The Heart of Festivertising</u> Published on LinkedIn	Oct 2023
<u>Festive Marketing in India: The Season of Sentiments (and Sales).</u> Published on LinkedIn	Sep 2025

ADDITIONAL INFORMATION

- **Technical Skills:** HubSpot, Mailchimp, Moosend, Google Analytics, LinkedIn Marketing, Canva
- **Gen AI and Agentic AI Tools:** Claude, Gemini, NotebookLM, Grok, ChatGpt, Napkin, Gamma
- **Key Strengths:** Leadership, Closure Driven, Organized and Diligent, Strategic Initiatives, Visionary, Innovative and Creative

To know more, please visit: www.shilpasharma.net
