



SHILPA SHARMA

Director – Marketing & Communications | Brand Strategy & Marketing | Corporate Communications | PR & Media Relations | Employer Branding & Culture

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SUMMARY

Strategic Marketing, PR and Communications leader with 15+ years of experience driving growth, strengthening brand presence, and building corporate reputation across agency, technology, and corporate environments. Proven track record in leading integrated marketing and communications across corporate communications, PR and media relations, internal communications, employer branding, and stakeholder engagement. Known for shaping narratives, elevating visibility, and aligning communications with business goals.

CORE COMPETENCIES

- Marketing Strategy, Brand Positioning & Growth
- Corporate Communications, PR & Media Relations
- Integrated Internal & External Communications
- Thought Leadership, Visibility & Stakeholder Engagement
- Internal Communications, Employer Branding & Culture
- Digital Marketing, Social Media & Content Strategy
- Events, Brand Visibility & Market Outreach
- ABM, Pursuit Strategy & Sales Enablement
- Marketing Operations, Budgeting & Process Management
- Team Leadership and Talent Development
- New Initiatives & Change Management

KEY ACHIEVEMENTS

- 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
- Built the marketing and communications function at Experience Commerce from scratch, including brand strategy, PR, digital initiatives, and integrated communications
- Spearheaded multi-channel campaigns driving brand visibility, engagement, and measurable business impact
- Led SEO/SEM, LinkedIn, and content marketing initiatives, enhancing digital performance and audience reach
- Developed pursuit marketing and account-based strategies, supporting client acquisition and market expansion
- Boosted employee engagement, leadership visibility, and media presence by designing and implementing integrated corporate communications frameworks
- Positioned senior leadership through op-eds, bylines, industry stories, and media interactions, strengthening thought leadership
- Conceptualized and led high-profile events, summits, and exhibitions globally, enhancing brand presence and stakeholder relationships
- Established strong digital and social presence, positioning the brand and leadership as industry thought leaders
- Introduced Rewards & Recognition and culture-building initiatives, driving employee engagement and organizational alignment
- Produced digital ads for a leading FMCG brand as a freelance project, showcasing versatility and creative expertise
- Published travel features in Destination India Magazine, promoting Indian tourism
- Extensive international exposure across USA, Hong Kong, Singapore, Netherlands, Italy, and other European countries

WORK EXPERIENCE

Director - Marketing & Communications, Experience Commerce and CYLNDR **May 2022 - Present**
India; a Cheil Group Companies, Mumbai

- Built Marketing & Communications Function: Set up from scratch; developed teams, messaging, brand strategy, digital, and integrated communications.
- Brand Strategy & Positioning: Execute multi-channel strategies to boost reputation, visibility, and market impact.
- Thought Leadership: Elevate leadership presence via op-eds, webinars, panels, and digital platforms.
- External Communications: Manage PR, media relations, website, blogs, vlogs, and award submissions.
- Internal Communications & Culture: Drive employee engagement, internal campaigns, and employer branding.
- Digital Marketing: Lead SEO/SEM, content marketing, and social media programs.
- Events: Plan and manage industry events, sponsorships, awards, and conferences.
- Account-Based & Pursuit Marketing: Run ABM initiatives, stakeholder engagement, account analysis, and pursuit pitches.
- Team Leadership: Build and mentor high-performing team, fostering collaboration and excellence.

Senior Global Marketing & Communications Manager - Prime Focus **Sep 2014 - May 2022**
Technologies, Mumbai

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

- Brand Strategy & Marketing: Define key messaging, establish brand positioning, and lead integrated go-to-market campaigns across multiple touchpoints.
- Sales Enablement & Demand Generation: Develop sales tools, brochures, case studies, and videos; drive lead generation through email, website, social media, and content syndication.
- Account-Based & Partner Marketing: Execute targeted account-based marketing strategies and co-marketing programs with strategic partners including AWS, Adobe, and Microsoft.
- External Communications & PR: Manage PR, media relations, website content, social media, and industry engagement; deliver podcasts, webcasts, conferences, and other thought-leadership initiatives.
- Internal Communications: Design and roll out internal campaigns, employee engagement programs, newsletters, videos, and employer branding initiatives.
- Events: Plan and manage flagship global events, trade shows, exhibitions, and customer summits, driving brand visibility and stakeholder engagement.
- Marketing Operations: Lead and mentor teams, manage budgets, optimize processes, and coordinate with external vendors for PR, digital, website, and merchandising initiatives; support the CMO on strategic business initiatives.
- Corporate Responsibility & ESG Initiatives: Drive sustainability, diversity, and CSR programs across regions; collaborate with relevant teams to establish processes and policies.

CXO's Office Manager - Regus, Mumbai **Jan 2014 - Aug 2014**

- Supported CXO office operations and collaborated with COO on strategic business initiatives.
- Coordinated internal events, training programs, and administrative processes to enhance efficiency.

Marketing Executive - Priority Jewels Pvt. Ltd., Mumbai **Jan 2013 - Dec 2013**

- Executed international trade events and exhibitions across North America and APAC.
- Managed key overseas accounts (QVC, JTV) and prepared analytical sales reports for business insights.

Operations Manager - Tijaria Polypipes Ltd., Jaipur **Jan 2010 – Dec 2012**

- Managed CXO office operations and coordinated cross-functional team activities.
- Executed marketing programs, including roadshows, exhibitions, and international trade events.
- Oversaw procurement of machinery, raw materials, and vendor operations.
- Ensured compliance, IP management, trademarks, and ISO certifications.
- Supported company expansion and diversification initiatives, including IPO fund-raising.

Executive Assistant to Chairman - Derewala Industries Ltd. - Jaipur **Nov 2008 – Dec 2009**

- Coordinated high-impact global trade shows and customer summits across key markets.
- Assisted in international acquisitions of multiple Italian jewellery companies.
- Delivered strategic and operational support to the Chairman's office.

EDUCATION

Advanced Program for Marketing Professionals (APMP) **July 2023 - June 2024**
Indian Institute of Management (IIM) Calcutta

PG Certification in Digital Marketing & Communication **Sep 2019 - May 2020**
Mudra Institute of Communications Ahmedabad (MICA)/ UpGrad

PG Diploma in International Business **Jan 2012 - Dec 2012**
Sikkim Manipal University Distance Program

MBA **Jan 2007 - Dec 2010**
Sikkim Manipal University Distance Program

MA - English Literature **May 2002 - April 2004**
University of Rajasthan

OPINION ARTICLES

From IQ to EQ, can AI catch up? **June 2023**
Published in **Afaqs!**
<https://www.afaqs.com/news/guest-article/from-iq-to-eq-can-ai-catch-up>

Is Mega Influencer Marketing on the verge of its extinction? **May 2023**
Published in **ET Brand Equity**
<https://www.afaqs.com/news/guest-article/from-iq-to-eq-can-ai-catch-up>

Emotional Connections: The Heart of Festivertising **Oct 2023**
Published on **LinkedIn**
<https://www.linkedin.com/pulse/emotional-connections-heart-festivertising-shilpa-sharma/?trackingId=Wxy43PL3Qee14vwjkMBd%2BA%3D%3D>

Festive Marketing in India: The Season of Sentiments (and Sales) **Sep 2025**
Published on **LinkedIn**
<https://www.linkedin.com/pulse/festive-marketing-india-season-sentiments-sales-shilpa-sharma-sq5cf/?trackingId=ynGmBy6iTRKmlNJUrSMViA%3D%3D>

ADDITIONAL INFORMATION

- **Technical Skills:** Hubspot, Moosend, MailChimp, Canva, MidJourney, Google Search, Analytics, LinkedIn Marketing
- **Key Strengths:** Leadership, Closure Driven, Organized and Diligent, Strategic Initiatives, Visionary, Innovative and Creative