



SHILPA SHARMA

Address: B 1203, Hillcrest, JVLR, Andheri (E), Mumbai 400093
Phone: +91 99289 36323
Email: emailtoshilps@gmail.com
Website: www.shilpasharma.net



SUMMARY

Strategic marketing and communications leader with a proven track record of delivering business growth through innovative campaigns, thought leadership, and brand transformation. Award-winning professional recognized for driving measurable impact, building high-performing teams, and enhancing organizational reputation. Adept at shaping narratives, strengthening stakeholder engagement, and integrating digital and traditional marketing strategies to achieve business objectives.

CORE COMPETENCIES

- Marketing Strategy & Brand Positioning
- Leadership & Cross-Functional Team Management
- Integrated Communications (Internal & External)
- Thought Leadership & Stakeholder Engagement
- Public Relations & Media Engagement
- Internal Communications & Employer Branding and Culture Building
- Team Leadership & Talent Development
- Digital Marketing & Social Media Strategy (SEO/SEM, LinkedIn Ads)
- Content strategy & Marketing
- Events Strategy & Execution
- Account-Based Marketing & Pursuit Strategies
- Sales Enablement
- Marketing Operations & Budget and Process Management
- New Initiatives and 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 India; a Cheil SWA Companies, Mumbai

May 2022 - Present

- 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 Technologies, Mumbai

Sep 2014 - May 2022

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.

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| Operations Manager - Tijaria Polypipes Ltd., Jaipur | Jan 2010 – Dec 2012 |
| <ul style="list-style-type: none"> 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 |
| <ul style="list-style-type: none"> 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

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| Advanced Program for Marketing Professionals (APMP)
<i>Indian Institute of Management (IIM) Calcutta</i> | July 2023 - June 2024 |
| PG Certification in Digital Marketing & Communication
<i>Mudra Institute of Communications Ahmedabad (MICA)/ UpGrad</i> | Sep 2019 - May 2020 |
| PG Diploma in International Business
<i>Sikkim Manipal University Distance Program</i> | Jan 2012 - Dec 2012 |
| MBA
<i>Sikkim Manipal University Distance Program</i> | Jan 2007 - Dec 2010 |
| MBA - English Literature
<i>University of Rajasthan</i> | May 2002 - April 2004 |

OPINION ARTICLES

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| From IQ to EQ, can AI catch up?
Published in Afaqs!
https://www.afaqs.com/news/guest-article/from-iq-to-eq-can-ai-catch-up | June 2023 |
| Is Mega Influencer Marketing on the verge of its extinction?
Published in ET Brand Equity
https://www.afaqs.com/news/guest-article/from-iq-to-eq-can-ai-catch-up | May 2023 |
| Emotional Connections: The Heart of Festivertising
Published on LinkedIn
https://www.linkedin.com/pulse/emotional-connections-heart-festivertising-shilpa-sharma/?trackingId=Wxy43PL3Qee14vwjkMBd%2BA%3D%3D | Oct 2023 |
| Festive Marketing in India: The Season of Sentiments (and Sales)
Published on LinkedIn
https://www.linkedin.com/pulse/festive-marketing-india-season-sentiments-sales-shilpa-sharma-sq5cf/?trackingId=ynGmBy6iTRKmlNJUrSMViA%3D%3D | Sep 2025 |

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