

Nupur Sharma

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SUMMARY

Results-driven Account Management and Business Development professional with 3+ years of experience driving digital marketing initiatives, client growth, and campaign success across sectors like **FMCG, F&B, EdTech, D2C, e-commerce, and automotive**. Proven expertise in **campaign planning, client servicing, influencer marketing, project execution**, and cross-functional coordination. Adept at building strong client relationships, leading high-impact campaigns, and delivering measurable outcomes that align with brand and business goals.

PROFESSIONAL EXPERIENCE

Account Manager

DigiChefs, Mumbai

June 2023 – Present

- Spearheaded 360° digital campaigns for brands across **FMCG, F&B, EdTech, D2C, automotive, warehouse consulting, e-commerce**, and **fantasy sports** sectors, ensuring timely rollouts, cohesive brand messaging, and measurable results across platforms.
- Successfully handled and grown accounts for **Just In Time, Sandwizzaa, Ram Bandhu, Extramarks, Western Refrigeration, Tata Motors, Meal of the Moment**, and more.
- Developed quarterly brand strategies and created monthly performance reports to drive insights, growth planning, and campaign optimization.
- Led 100+ influencer collaborations across food, fashion, and lifestyle categories from conceptualization to execution and performance tracking.
- Managed content planning end-to-end: social media calendars, trend mapping, scheduling, and basic online reputation management (ORM).
- Played a pivotal role in **multiple award-worthy campaigns**, including the *Ram Bandhu “Stop Food Wastage”* campaign, which won the **e4m Do Good Citizen Award**.
- Took ownership of key brand shoots (weekly, monthly, campaign-based), supporting everything from ideation and logistics to on-ground execution.
- Actively contributed to onboarding new clients like **Just In Time** and **Meal Of The Moment** by crafting brand strategy decks and pitch presentations, helping secure high-value accounts.
- Conducted multiple internal training sessions to upskill team members.
- Coordinated closely with cross-functional teams (creative, media, strategy) and external partners to ensure seamless execution and timely delivery.
- Built and nurtured strong relationships with vendors, influencers, and production partners to ensure quality output within budgets.
- Managed multiple brands simultaneously, maintaining clarity in client communication, briefing processes, and resolving project-level roadblocks efficiently.

Business Development Manager

First Sight, Mumbai

Feb 2022 – Apr 2023

- Handled inbound leads and inquiries while generating new leads via LinkedIn, networking events, and B2C groups.
- Used outreach methods like cold calling, messaging, and email to set appointments with potential clients.
- Gathered business requirements and aligned digital solutions across Social, Design, Tech, SEO, and Media.
- Designed custom proposals and developed digital marketing strategies based on client needs.
- Conducted effective pitches and highlighted tailored recommendations to close deals.
- Coordinated with legal and marketing teams to grow relationships with existing clients.
- Reported issues and feedback to management for escalation and future improvement.
- Held regular meetings with clients to align on strategic goals and campaign progress.
- Ensured post-sale follow-ups and client service to maintain long-term engagement.

EDUCATION

B.M.S (Marketing) | L.S. Raheja College of Arts and Commerce| 2024 |
HSC | K.P.B Hinduja College of Commerce | 2020 | 84.30%
SSC | St. Xavier’s High School| 2018 | 86.60%

SKILLS

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|------------------------|------------------------|----------------------------------|
| • Project Management | • Client Servicing | • Cross-functional Collaboration |
| • Influencer Marketing | • Business Development | • Team Leadership |
| • Communication Skills | • Creativity | • Executional Excellence |

CERTIFICATIONS

Fundamentals of Digital Marketing | Google
Equity Trading Workshop | LeapUp Edutech

LANGUAGES KNOWN

English | Hindi | Marathi

HOBBIES AND INTERESTS

Food Blogging| Singing| Travelling