YASHIKA AGARWAL

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PGDM, Marketing — IMT Ghaziabad | Available to join immediately

SUMMARY

Marketing professional with 3.6 years across brand management, category and e-commerce marketing, and agency-side account management for FMCG, D2C and lifestyle brands. Owned a 100+ SKU Amazon India business at ₹52–57L per month across 10 categories, lifted contribution margin from 16% to 24% in three months, and built a new category from a single SKU to ₹8–10L in monthly revenue. Experience spans brand strategy and go-to-market, integrated campaigns, content and creator marketing, performance advertising, and corporate communications.

WORK EXPERIENCE

Senior Manager – Amazon India | VAHDAM India *Jan 2026 – Jun 2026*

Owned the Amazon India business for VAHDAM, a D2C tea and wellness brand. Improved the operating engine of an already scaled business through pricing, promotion, SKU, ads and inventory interventions.

- Closed the Amazon India business at ₹52–57L per month against a ₹45L target, peaking at ₹57L in March and delivering 12.3% MoM revenue growth through assortment planning, traffic and CVR optimization.
- Managed the P&L across 100+ SKUs and 10 categories (teas, gifting, supplements), lifting contribution margin from 16% to 24% in 3 months.
- Scaled the supplements category, taking one SKU (Turmeric Curcumin) to ₹8–10L monthly revenue and 50% MoM GMV growth in April 2026.
- Ran Amazon Ads (Sponsored Products, Brands, Display) at ~13% TACoS with listing SEO, A+ content and creative refresh to lift CTR and conversion.
- Set pricing, promotion and deal strategy across Lightning Deals, Best Deals and coupons, balancing topline growth against profitability.
- Built a centralized inventory planning SOP using cluster-level demand forecasting, reducing stock-outs and improving inventory turns.
- Ideated and initiated a creator affiliate code programme with 5–6 micro-creators to build brand advocacy.

Management Trainee | Vikram Solar Ltd. *Jul 2025 – Jan 2026*

- Ran internal and external communications reporting directly to the Managing Director, including employee engagement programmes.
- Restructured procurement SOPs and modernized supply chain workflows from manual systems to data-driven processes, cutting approval delays 20% and improving process efficiency 30%.

Project Manager – Brand & Digital (Part-Time) | Charme *Jul 2024 – Mar 2025*

- Delivered 20x ROAS for Diasha, an Indian D2C clothing brand, generating ₹2.72L from ₹13.5K ad spend; a separate creator partnership delivered 2x ROAS.
- Directed 360° campaign production and social strategy across Instagram, LinkedIn, YouTube and Facebook for US, India and UK D2C brands.

Junior Account Manager | Lyxel & Flamingo *Apr 2022 – May 2023*

- Managed an 11-brand roster and 16+ concurrent projects including Dabur, Cipla, RR Kabel, Biotique, generating ₹6L+ in repeat business.
- Built A+ content and brand storefront creative across Amazon, Flipkart, Nykaa and Myntra, lifting engagement 20–25%, and handled the Dabur Baby Super Pants launch.

Account Manager | Bearded Marketeers (early-stage agency) *Jul 2021 – Mar 2022*

- Managed 3 local client accounts end to end as an early hire, covering brand strategy, creative briefing and campaign delivery.

INTERNSHIPS & PROJECTS

Shopper Marketing & Sales Intern | Tata Consumer Products Ltd. *Apr 2024 – May 2024*

- Lifted Tata Sampann Besan trials across 3 markets through low-budget retail branding and shopper marketing, and proposed a distributor order-tracking dashboard against a 15-day approval chain.

Public Relations Intern | Media Mantra (PR agency), Gurugram *Mar 2021 – May 2021*

- Built niche-led media lists and pitched client stories to editors and journalists across print and digital, supporting earned media coverage for an EV brand launch.

CORE SKILLS

- **Brand & Marketing:** Brand Management, Brand Strategy, Brand Positioning, Marketing Strategy, Go-to-Market (GTM), Integrated Marketing Communications (IMC), 360° Campaign Planning, New Product Development (NPD), Consumer Insights, Market Research, Brand Storytelling, Budget Management
- **Category & Commercial:** Category Management, P&L Management, Assortment & Portfolio Planning, Pricing & Promotion Strategy, Trade Marketing, Channel Strategy, Margin & Contribution Analysis, Demand Forecasting, Inventory Planning, Key Account Management
- **E-commerce & Performance:** Amazon Seller Central, Amazon Ads (SP/SB/SD), Flipkart, Nykaa, Myntra, Listing Optimization, A+ Content, Brand Store, Meta Ads Manager, SEO, SEM, CRO, A/B Testing, ROAS & TACoS Optimization, Marketing Analytics
- **Content, Social & Communications:** Content Strategy, Creative Briefing & Direction, Influencer & Creator Marketing, Social Media Marketing, Instagram, YouTube, LinkedIn, Corporate & Internal Communications, Media Relations, Public Relations, Stakeholder Management
- **Tools:** Helium 10, Hector AI, Meta Business Suite, Excel (VLOOKUP, Pivot Tables), PowerPoint, Canva, Adobe Photoshop, Premiere Pro, After Effects, InDesign

EDUCATION

- **PGDM, Marketing** — IMT Ghaziabad (2023–25)
- **BA, Journalism & Mass Communication** — Amity University, Rajasthan (2018–21)

LEADERSHIP & CREATIVE WORK

- Core Committee, TEDxIMTGhaziabad (2024) — negotiated 10+ corporate sponsorships (Van Heusen, Taco Bell, Central Bank) and ran campaigns for a 200-attendee event.
- Directed "Lost Tastes of the Desert" (2021), nominated at the Rajasthan Film Festival, three independent music videos, and a published NIFT editorial.