www.cupshup.co.in | Gurugram | Mumbai

Assistant Manager, Brand Consultant, Client Servicing

CupShup | Mumbai / Gurugram (On-site) | Full-Time
Department: Brand Consultant, Client Servicing
Reporting To: Manager, Brand Consultant
Experience: 3-5 years

About CupShup

CupShup is one of India's fastest-growing integrated marketing agencies, specializing in AI-led integrated growth for ambitious brands. With 11+ years of industry experience, we combine creative storytelling, data-driven strategy, and on-ground excellence to drive measurable business outcomes.
Our client portfolio spans FMCG, BFSI, EdTech, FinTech, and E-commerce, including HUL, Marico, SBI, ICICI, Ola, Uber, Swiggy, and Zomato. With a 50-member team across 7 cities and 400+ brands served, we are a partner of choice for ambitious brands seeking integrated growth.

Position Overview

We are looking for an experienced **Assistant Manager, Brand Consultant,** to lead day-to-day client servicing for a portfolio of marquee accounts. You will be the primary point of contact for your clients, responsible for campaign delivery, client satisfaction, and account growth. You will also guide and mentor Associate Brand Consultants, and work closely with the Manager to translate client objectives into strong, measurable campaigns across creative, digital, and on-ground channels.

Key Responsibilities

Client Relationship Management

- Own the relationship with assigned client accounts, acting as the primary point of contact for day-to-day communication and escalations.
- Build trust-based relationships with key client stakeholders and understand their business goals, brand guidelines, and campaign priorities.
- Proactively anticipate client needs and address concerns before they escalate.

Campaign Strategy & Execution

- Translate client briefs into clear, actionable internal briefs for creative, digital, and operations teams.
- Oversee end-to-end campaign execution, from planning through delivery and reporting, ensuring adherence to timelines, budgets, and quality standards.
- Identify and resolve campaign issues quickly, coordinating across departments to keep delivery on track.

Reporting & Performance

- Present campaign performance reports, MIS, and strategic status updates to clients.
- Track KPIs and provide data-driven insights and optimization recommendations.
- Ensure accurate records of client communications, deliverables, and approvals.

Business Development & Account Growth

- Identify upsell and cross-sell opportunities within existing accounts.
- Lead the preparation of proposals, presentations, and pitches for existing and new clients, with support from the business development team.
- Participate in new account onboarding as required.

Team Leadership & Collaboration

- Guide and mentor Associate Brand Consultants, reviewing their work and building their client servicing skills.
- Act as the bridge between clients and internal teams, ensuring clarity of brief and alignment on expectations.
- Contribute to internal reviews, campaign debriefs, and process improvement initiatives.

What We're Looking For

- 3-5 years of experience in client servicing, account management, or brand consulting within a marketing or media agency
- Proven experience managing multiple client accounts and campaigns simultaneously
- Strong client-facing skills, with the ability to present confidently and handle difficult conversations
- Strong understanding of integrated marketing across ATL, BTL, digital, and on-ground activations
- Analytical mindset with experience reading campaign performance data
- Excellent written and verbal communication skills
- Strong organizational skills and a proactive, ownership-driven approach
- Prior experience mentoring or guiding junior team members is a plus
- Willingness to work on-site in Mumbai / Gurugram

What We Offer

- A high-impact role with direct exposure to marquee brands across diverse sectors
- Leadership opportunities within a dynamic, entrepreneurial agency
- Fast-tracked career growth aligned with individual performance and business contribution
- Competitive compensation commensurate with experience and industry standards
- A collaborative, inclusive, and performance-driven work culture

How to Apply

Send your updated resume and a brief cover letter to hiring@cupshup.co.in. Only shortlisted candidates will be contacted for assessment and interviews conducted by CupShup's HR team.