www.cupshup.co.in | Gurugram | Mumbai

Assistant Manager, Brand Consultant, Growth & Development

CupShup | Mumbai / Gurugram (On-site) | Full-Time
Department: Brand Consultant, Growth & Development
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 a results-driven Assistant Manager, Brand Consultant, to lead new business growth and strategic partnerships. You will own the full sales cycle, from identifying and engaging target brands through to pitching, negotiating, and closing. You will also set the prospecting approach for Associate Brand Consultants, and work with the Manager to expand CupShup's market presence across FMCG, BFSI, EdTech, FinTech, and E-commerce.

Key Responsibilities

New Business Development & Hunting

- Build and execute a targeted prospecting strategy to identify high-potential brands and agencies across priority sectors.
- Map decision-makers and entry points at target accounts, and open conversations through outbound outreach, referrals, and networking.
- Own a personal pipeline and deliver against monthly and quarterly revenue and meeting targets.

Sales Cycle Ownership

- Lead discovery conversations to understand client goals, budgets, and timelines.
- Build compelling proposals, decks, and commercial proposals for brand partnerships.
- Negotiate terms and close deals, and manage objections and stakeholder alignment through to signature.

Growth Strategy & Market Research

- Develop growth strategies to expand CupShup's reach into new sectors and client segments.

- Track industry trends, competitor activity, and category shifts to identify new opportunities.
- Prepare market and account insights that sharpen pitches and strengthen client positioning.

Account Expansion & Partnerships

- Identify upsell and cross-sell opportunities within existing accounts.
- Build long-term, mutually beneficial relationships with key brand stakeholders.
- Hand over won accounts smoothly to client servicing and ensure a strong start to the engagement.

Team Leadership & Reporting

- Guide and mentor Associate Brand Consultants on prospecting, pitching, and deal progression.
- Maintain accurate CRM records and provide forecasts and pipeline reviews to the Manager.
- Track and analyze partnership and sales performance metrics, and recommend process improvements.

What We're Looking For

- 3-5 years of experience in business development, sales, or client acquisition, preferably within a marketing, media, or agency environment
- A proven track record of closing new business and meeting or exceeding sales targets
- Strong hunter mindset: proactive, persistent, and comfortable with cold outreach and rejection
- Excellent verbal and written communication, with strong presentation and negotiation skills
- Strong analytical skills and comfort working with pipeline data, forecasts, and performance metrics
- Understanding of integrated marketing across ATL, BTL, digital, and on-ground activations
- Experience managing or mentoring junior team members is a plus
- Proficiency with CRM tools, Excel/Google Sheets, and PowerPoint/Google Slides
- Willingness to work on-site in Mumbai / Gurugram

Bonus Skills

- Existing network among brand managers, marketing heads, or agency leadership in target sectors
- Experience with LinkedIn Sales Navigator or other lead generation tools
- Entrepreneurial mindset with a focus on innovation

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 with performance-linked incentives, in line 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.