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Associate Brand Consultant, Client Servicing

CupShup | Mumbai / Gurugram (On-site) | Full-Time
Department: Client Servicing
Reporting To: Manager, Brand Consultant
Experience: 1-2 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 enthusiastic, detail-oriented Associate Brand Consultant to join our Client Servicing team. You will support the day-to-day management of client accounts, help turn client briefs into clear execution plans, and work closely with our creative, digital, and on-ground teams to deliver campaigns on time and to a high standard. This is a strong opportunity for someone early in their agency career who wants hands-on exposure to marquee brands and a clear growth path.

Key Responsibilities

1. **Client Support:** Assist with day-to-day communication with assigned client accounts, under the guidance of the Brand Consultant and Manager. Learn client business objectives, brand guidelines, and campaign expectations. Follow up on client feedback, approvals, and action items, and ensure timely responses.
2. **Campaign Coordination & Execution:** Help convert client briefs into clear internal briefs for creative, digital, and operations teams. Track campaign timelines, deliverables, and budgets, and flag delays or risks early. Coordinate with internal teams to resolve campaign issues and keep delivery on tracking.
3. **Reporting & Tracking:** Prepare campaign updates, MIS, and performance reports for clients, with guidance from seniors. Track key metrics and summarize insights for campaign reviews. Maintain accurate records of client communications, approvals, and deliverables.
4. **Business Development Support:** Support the preparation of proposals, presentations, and pitch decks. Research client categories, competitors, and market trends to inform recommendations.
5. **Internal Collaboration:** Act as a bridge between clients and internal teams to ensure clarity on briefs and expectations. Take part in internal reviews, campaign debriefs, and planning sessions.

What We're Looking For

- 1-2 years of experience in client servicing, account management, brand management, or a media/marketing agency (internships with relevant work count)
- Strong written and verbal communication skills
- Working knowledge of Excel/Google Sheets and PowerPoint/Google Slides
- Basic understanding of integrated marketing across ATL, BTL, digital, and on-ground activations
- Strong organizational skills and the ability to manage multiple tasks and deadlines
- Curiosity about consumer brands, culture, and marketing trends
- Willingness to work on-site in Mumbai / Gurugram

What We Offer

- A high-impact role with direct exposure to marquee brands across diverse sectors
- Mentorship from experienced marketing professionals in a dynamic, entrepreneurial environment
- Fast-tracked career growth aligned with 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.