www.cupshup.co.in | Gurugram | Mumbai

Associate Brand Consultant, Growth & Development

CupShup | Mumbai / Gurugram (On-site) | Full-Time
Department: Growth & Development
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 a driven **Associate Brand Consultant** to join our Growth & Development team. You will be the hunter on the team: identifying new brand partners, opening doors through outreach and calls, and moving prospects through to proposals and closed deals. You will work alongside senior consultants to build relationships with brands, understand their growth goals, and position CupShup as their integrated marketing partner. This role is ideal for someone early in their career who enjoys sales, is comfortable with rejection and follow-up, and wants to learn business development from the ground up.

Key Responsibilities

Prospecting & Lead Generation

- Research and build target lists of brands across FMCG, BFSI, EdTech, FinTech, and E-commerce that fit CupShup's offerings.
- Identify decision-makers at target brands and agencies, and map out the right entry points.
- Run outbound outreach through cold calls, emails, LinkedIn, and referrals to generate qualified meetings.
- Maintain a consistent daily and weekly activity pipeline and track it against targets.

Sales & Client Acquisition

- Qualify inbound and outbound leads by understanding client goals, budgets, and timelines.
- Conduct discovery calls and pitch CupShup's integrated creative, digital, and on-ground solutions.
- Support senior consultants in preparing proposals, decks, and commercial estimates.
- Follow up persistently on open opportunities and move them through the pipeline to closure.

- Assist with negotiations and contract discussions under the guidance of the Manager.

Growth & Market Research: Track industry trends, brand campaigns, and competitor activity to surface new opportunities. Prepare simple market and account research notes to support pitches and client conversations. Identify upsell and cross-sell opportunities within existing accounts.

Collaboration & Reporting: Work with creative, digital, and operations teams to ensure smooth handover from sale to campaign execution. Keep accurate records of leads, meetings, and deal stages in the CRM. Share regular updates on pipeline status, wins, and learnings with the Manager.

What We're Looking For

- 1-2 years of experience in sales, business development, client acquisition, or a related role (agency or media experience is a plus)
- A strong hunter mindset: proactive, persistent, and motivated by targets
- Excellent verbal and written communication, with confidence in cold calling and pitching
- Good analytical skills and comfort working with numbers, pipeline data, and reports
- Highly organized, with the ability to manage multiple prospects and follow-ups at once
- Basic understanding of marketing concepts across ATL, BTL, digital, and on-ground activations
- Familiarity with CRM tools, Excel/Google Sheets, and PowerPoint/Google Slides
- Willingness to work on-site in Mumbai / Gurugram
- Prior experience in inside sales, outbound sales, or business development
- Exposure to 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
- Mentorship from experienced marketing and sales professionals in a dynamic, entrepreneurial environment
- 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 further assessment and interviews conducted by CupShup's HR team.