CupShup

www.cupshup.co.in | Delhi | Mumbai | Bengaluru

Location: Mumbai / Gurugram (On-site)

Employment Type: Full-Time

Department: Brand Consultant- Client Servicing

Reporting To: Manager - Brand Consultant

Designation: Brand Consultant

About CupShup

CupShup, is one of India's fastest-growing integrated marketing agencies with over 11+ years of industry presence. We specialize in creative, digital, and on-ground marketing campaigns that transform everyday brand interactions into measurable growth stories.

Our client portfolio spans leading names across FMCG, BFSI, EdTech, FinTech, and E-commerce — including HUL, Marico, SBI, ICICI, Ola, Uber, Swiggy, and Zomato — brands that trust us to deliver disruptive marketing solutions pan-India. With a 50-member team operating across 7 cities and a track record of serving 400+ brands, CupShup continues to scale rapidly.

Position Overview

We are seeking an experienced and strategically minded Brand Consultant to join our Client Servicing department. The incumbent will own a portfolio of marquee client accounts, driving brand strategy, integrated campaign planning, and end-to-end execution to deliver measurable business outcomes.

This role demands a senior-level professional who can act as a trusted advisor to clients, translate business challenges into integrated marketing solutions, mentor junior team members, and lead cross-functional collaboration with creative, digital, and operations teams. The Brand Consultant will be expected to influence client strategy, identify and unlock revenue opportunities, and represent CupShup in high-stakes client engagements.

Key Responsibilities

1. Strategic Client Partnership & Account Leadership

- Own and lead a portfolio of key client accounts as the senior point of contact, building deep, trust-based relationships with mid-to-senior client stakeholders.
- Develop a thorough understanding of each client's business, category, competitive landscape, and brand objectives to position CupShup as a strategic marketing partner.
- Translate complex client briefs into clear brand and campaign strategies aligned with measurable business KPIs.

- Anticipate client needs, proactively recommend solutions, and shape annual and quarterly marketing plans alongside client teams.

2. Campaign Strategy & Integrated Execution
   - Lead end-to-end campaign development across creative, digital, and on-ground channels — from briefing and ideation through execution, optimization, and reporting.
   - Author sharp internal briefs and creative directions that inspire high-quality output from creative, digital, and operations teams.
   - Oversee timelines, budgets, scope, and quality across simultaneous campaigns; ensure adherence to brand guidelines and CupShup's delivery standards.
   - Resolve escalations and complex execution challenges with sound judgment, keeping clients informed and confident throughout.

3. Reporting, Insights & Performance Optimization
   - Lead the creation and presentation of campaign performance reports, MIS, and quarterly business reviews to client leadership.
   - Translate campaign data into actionable insights and strategic recommendations that influence the next cycle of investment and creative direction.
   - Define and track KPIs that link marketing activity to business outcomes, and continuously raise the bar on campaign effectiveness.

4. Account Growth & Business Development
   - Drive organic growth within existing accounts by identifying upsell and cross-sell opportunities across CupShup's service lines.
   - Lead the development of proposals, pitches, and presentations for new business and account expansion mandates.
   - Partner with the business development and leadership teams on strategic pursuits, RFPs, and new client onboarding.
   - Contribute to revenue forecasting, account planning, and margin management for the assigned book of business.

5. Team Leadership & Internal Collaboration
   - Mentor and guide Brand Consultant Associates and Executives, providing constructive feedback, on-the-job coaching, and clear development pathways.
   - Act as the bridge between clients and internal teams — ensuring brief clarity, expectation alignment, and timely escalation of risks.
   - Lead campaign debriefs, internal reviews, and process improvement initiatives that strengthen CupShup's service delivery.
   - Champion CupShup's values, culture, and best practices across the team and within client interactions.

Candidate Profile

- 3 - 5 years of relevant experience in client servicing, account management, or brand consulting at a marketing, advertising, or integrated communications agency.
- Demonstrated track record of independently managing client accounts and delivering integrated campaigns across creative, digital, and / or on-ground channels.
- Strong understanding of brand strategy, marketing funnels, and performance metrics; comfort with data-driven decision-making.
- Excellent written and verbal communication skills, with proven ability to present to and influence senior client stakeholders.
- Exceptional project management ability — capable of leading multiple accounts and campaigns concurrently without compromising quality.
- Bachelor's degree in Marketing, Communications, Business, or a related field; an MBA or equivalent post-graduate qualification is preferred.
- Prior experience servicing FMCG, BFSI, EdTech, FinTech, or E-commerce brands will be considered an added advantage.

What We Offer

- A senior, high-impact role with direct ownership of marquee brand accounts across diverse industry sectors.
- Opportunity to shape brand and marketing strategy alongside seasoned leaders in a dynamic, entrepreneurial environment.
- Accelerated career progression aligned with individual performance and business contribution.
- Competitive compensation package, including performance-linked incentives, commensurate with experience and industry standards.
- A collaborative, inclusive, and performance-driven work culture that rewards initiative and ownership.

How to Apply

Interested candidates are invited to submit their 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.