www.cupshup.co.in | Gurugram | Mumbai

Brand Consultant, Growth & Development

CupShup | Mumbai / Gurugram (On-site) | Full-Time
Department: Brand Consultant, Growth & Development
Reporting To: Manager, Brand Consultant
Experience: 2-4 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 ambitious and consultative Brand Consultant to drive growth, build strategic brand partnerships, and expand CupShup's market presence. The incumbent will own a pipeline of prospective clients and partner brands, lead end-to-end business development conversations, and convert opportunities into long-term, revenue-generating relationships.
This role sits at the intersection of brand consulting and business development — combining sharp commercial instincts with the ability to position CupShup's integrated marketing capabilities to senior client stakeholders.

Key Responsibilities

1. Business Development & Pipeline Management

- Own a defined pipeline of prospects and partner brands; drive consistent outreach, qualification, and conversion to meet quarterly revenue targets.
- Identify and engage potential clients aligned with CupShup's service portfolio and strategic priorities.
- Lead discovery conversations with prospective client stakeholders to uncover marketing pain points and frame CupShup's solution.
- Negotiate commercial terms, scopes, and SOWs to close deals while protecting margin and delivery feasibility. 2. Brand Partnerships & Strategic Alliances
- Identify and structure brand-to-brand partnership opportunities that unlock distribution, awareness, or revenue for both sides.
- Develop partnership frameworks, value propositions, and pitch narratives tailored to category and brand context.
- Build long-term relationships with partner brand stakeholders to drive repeat collaborations.

2. Proposals, Pitches & Solution Design

- Lead the development of compelling proposals, decks, and pitch presentations that translate client briefs into integrated marketing solutions.
- Collaborate with creative, digital, and strategy teams to bring relevant capabilities into each pitch.
- Drive pitch defenses, objection handling, and follow-through to closure.

4. Market Research & Insights

- Conduct ongoing market, category, and competitive research to identify trends, white spaces, and prospect opportunities.
- Track partnership and campaign performance metrics; convert data into recommendations for the next round of investment.
- Maintain accurate, up-to-date pipeline data and account intelligence in CRM and internal trackers.

5. Cross-Functional Collaboration

● Partner with internal creative, digital, content, and operations teams to ensure pitches translate into seamless, on-time, on-quality delivery.

● Provide thoughtful client feedback into internal product, capability, and process discussions to sharpen CupShup's offering.

● Contribute to internal reviews, sales playbooks, and best-practice sharing within the Growth and Development team.

Who We Are Looking For

● 2 - 4 years of relevant experience in business development, brand partnerships, sales, or growth roles — preferably at a marketing, advertising, or media agency.

● Demonstrated track record of independently managing a pipeline and closing deals against revenue targets.

● Strong consultative selling style — comfortable diagnosing client problems and framing integrated marketing solutions.

● Excellent verbal, written, and presentation skills, with the ability to engage senior client stakeholders.

● Sharp analytical and problem-solving capabilities; comfort with data, market intelligence, and CRM tooling.

● Highly organized, detail-oriented, and proactive — capable of running multiple opportunities concurrently without dropping rigor.

● Adaptable, entrepreneurial, and resilient in a fast-paced, target-driven environment. Bonus Skills

● Prior experience in agency-side new business or brand partnerships.

● Familiarity with integrated marketing concepts across creative, digital, and on-ground

channels.

● Working knowledge of CRM platforms (HubSpot, Salesforce, Zoho), pipeline reporting, and sales analytics.

● Existing network of marketing and brand decision-makers across FMCG, BFSI, EdTech, FinTech, or E-commerce.

● Entrepreneurial mindset with a bias for ownership and innovation.

What We Offer

● A high-impact, target-led role with direct ownership of pipeline and revenue.

● Direct exposure to marquee brands across diverse industry sectors.

● Opportunity to work alongside experienced marketing and business leaders in a dynamic, entrepreneurial environment.

● Fast-tracked career growth aligned to 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.

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.