www.cupshup.co.in | Gurugram | Mumbai

Manager, Brand Consultant, Client Servicing

CupShup | Mumbai / Gurugram (On-site) | Full-Time
Department: Brand Consultant, Client Servicing
Reporting To: CBO
Experience: 5-8 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 seasoned **Manager, Brand Consultant**, to lead client servicing for a portfolio of marquee accounts. You will be accountable for client satisfaction, campaign delivery, and account growth across multiple brands. You will also lead and develop the client servicing team, set the standards for briefing and reporting, and act as a trusted strategic partner to senior client stakeholders.

Key Responsibilities

Client Leadership & Relationship Management

- Own the senior relationship with key client accounts, acting as a trusted advisor to client leadership.
- Understand clients' business objectives, brand strategy, and category dynamics to shape campaign direction.
- Resolve escalations quickly and protect long-term client trust and retention.

Campaign Strategy & Delivery

- Review and approve client briefs and translate them into strategic internal briefs for creative, digital, and operations teams.
- Oversee end-to-end delivery across multiple accounts, ensuring timelines, budgets, and quality standards are met.
- Anticipate risks across campaigns and lead cross-functional problem-solving to keep delivery on track.

Performance, Reporting & Insights

- Review and present campaign performance, MIS, and strategic recommendations to client leadership.
- Define KPIs for accounts and drive data-driven optimization.
- Set standards for accurate client records, approvals, and deliverable tracking.

Account Growth & Business Development

- Identify and drive upsell and cross-sell opportunities across the account portfolio.
- Lead proposals, pitches, and presentations for existing and new clients, in partnership with the business development team.
- Support new account onboarding and handover from sales to servicing.

Team Leadership & Development

- Lead, coach, and develop Associate and Assistant Manager Brand Consultants.
- Allocate accounts and workload across the team, and review the quality of client-facing output.
- Drive internal reviews, campaign debriefs, and process improvements that raise the team's standard of service.

What We're Looking For

- 5-8 years of experience in client servicing, account management, or brand consulting within a marketing, media, or integrated agency
- Proven experience managing a portfolio of large, multi-channel client accounts
- Demonstrated ability to lead and develop a team
- Strong executive presence and the ability to build trust with senior client stakeholders
- Strategic thinking combined with strong operational discipline
- Analytical mindset with the ability to interpret campaign performance and drive optimization
- Excellent written and verbal communication, with strong presentation skills
- Experience with national or pan-India brands across FMCG, BFSI, EdTech, FinTech, or E-commerce is a strong plus
- Willingness to work on-site in Mumbai / Gurugram

What We Offer

- A leadership role with direct exposure to marquee brands across diverse sectors
- Ownership of significant client portfolios within a dynamic, entrepreneurial agency
- Clear leadership growth path aligned with individual 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.