www.cupshup.co.in | Gurugram | Mumbai

Manager, Brand Consultant, Growth & Development

CupShup | Mumbai / Gurugram (On-site) | Full-Time
Department: Brand Consultant, Growth & Development
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 results-driven **Manager, Brand Consultant,** to lead CupShup's new business growth and strategic partnerships. You will own the revenue target for the growth function, design the prospecting and sales playbook, and close high-value brand partnerships across FMCG, BFSI, EdTech, FinTech, and E-commerce. You will also lead and develop the Associate and Assistant Manager team, and work with leadership to expand CupShup's market presence pan-India.

Key Responsibilities

Revenue Ownership & New Business

- Own the new business revenue target for the growth function, with a clear monthly, quarterly, and annual plan.
- Lead the identification and pursuit of high-value brand and agency partnerships across priority sectors.
- Personally lead strategic pitches and close large, complex deals.

Strategy & Market Expansion

- Define growth strategies to expand CupShup's reach into new sectors, categories, and geographies.
- Track industry trends, competitor activity, and category shifts to shape the agency's positioning and offerings.
- Build market and account insights that inform pitches, pricing, and go-to-market decisions.

Negotiation & Deal Structuring

- Lead commercial negotiations, structure partnership terms, and manage senior stakeholder alignment through to signature.
- Ensure deals are scoped, priced, and handed over to client servicing with clear expectations.

Pipeline & Performance Management

- Build and manage the sales pipeline, forecasts, and conversion metrics for the team.
- Review performance metrics regularly and drive process improvements across prospecting, pitching, and closing.
- Maintain CRM discipline and provide accurate reporting to the Manager and leadership.

Account Expansion & Partnerships

- Identify upsell and cross-sell opportunities within existing accounts.
- Build long-term, mutually beneficial relationships with senior brand and agency leadership.

Team Leadership & Development

- Lead, coach, and develop Associate and Assistant Manager Brand Consultants on prospecting, pitching, and deal progression.
- Set targets, review activity and results, and build a high-performing sales culture.
- Collaborate with creative, digital, and operations teams to ensure seamless sale-to-delivery handover.

What We're Looking For

- 5-8 years of experience in business development, sales, or client acquisition, preferably within a marketing, media, or agency environment
- A proven track record of closing large new business deals and consistently meeting or exceeding targets
- Strong negotiation skills and comfort engaging senior stakeholders
- Strategic thinking combined with a strong hunter mindset and commercial acumen
- Experience leading or building a sales or business development team
- Strong analytical skills and comfort working with pipeline data, forecasts, and performance metrics
- Excellent verbal and written communication, with strong presentation skills
- Existing network among brand managers, marketing heads, or agency leadership is a strong plus
- Willingness to work on-site in Mumbai / Gurugram

Bonus Skills

- Experience with LinkedIn Sales Navigator or other lead generation and CRM tools
- Entrepreneurial mindset with a focus on innovation

What We Offer

- A leadership role with direct exposure to marquee brands across diverse sectors
- Ownership of growth strategy and revenue within a dynamic, entrepreneurial agency
- Clear leadership growth path 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 assessment and interviews conducted by CupShup's HR team.