

Supriya Mohanka

Pune, India | +91 83407 29366 | supriyaamohanka@gmail.com | [LinkedIn](#)

Marketing Professional | Aspiring Brand & Growth Marketer | Project-Based Experience in D2C, Retail & Digital Strategy

EDUCATION

WELINGKAR INSTITUTE OF MANAGEMENT, MUMBAI
PGDM Marketing, CGPA: 8.04/10

2023 – 2025

ST. XAVIER'S COLLEGE OF MANAGEMENT AND TECHNOLOGY (AKU), PATNA
Bachelor of Business Administration (BBA), CGPA: 8.89/10

2018 – 2021

WORK EXPERIENCE

CUSHMAN & WAKEFIELD (*Account Manager, Retail Leasing, Pune, In*)

May'25 - Present

- Driving brand expansion through pitch decks, site analysis, and stakeholder engagement for retail leasing across Pune's prime high streets and malls.
- Supporting **B2B leasing campaigns** by creating brand decks, tailoring outreach for target retailers, and aligning with market trends for performance-driven leasing outcomes.

Jio bp (*Marketing Intern, Mumbai, In*)

May'24 - Jul'24

- Conducted on-ground B2B customer visits across **50+ clients in Mumbai and Gujarat** to optimize sales pitch delivery and uncover marketing pain points.
- Launched micro-campaigns to enhance Fuel4U's brand perception in non-transport fuel segments (infra, agriculture, RMC).
- Identified improvement areas in value communication and proposed marketing tools like demo videos, truck branding, and digital sales kits.

TATA CONSULTANCY SERVICES (*Process Associate, Mumbai, In*)

Dec'21 - May'23

- Led end-to-end recruitment for IT and non-IT roles, **achieving a 20% selection conversion rate from over 100 profiles** weekly by leveraging ATS, HR databases, and market insights
 - Developed and executed **targeted sourcing strategies**, maintaining a robust pipeline of top technical talent and streamlining hiring processes
 - Contributed to interview panels and enhanced candidate assessment by **streamlining reporting processes**, leading to optimized hiring metrics and decision-making efficiency
-

BRAND PROJECTS

- **Sugar Cosmetics IMC Campaign** – Created "Your Canvas, Your Story" campaign targeting women 40+, leveraging experiential events, AR trials, and influencer storytelling; projected ROI of 150%.
 - **Cetaphil Portfolio Strategy** – Built a 360° marketing plan including trial packs, refill stations, and geo-targeted campaigns to boost retention.
 - **Flipkart Q-Commerce Strategy** – Integrated Flipkart's e-commerce and instant delivery arms, designed loyalty programs and personalized offers to drive customer retention and new user acquisition.
 - **Westside (Tata Trent) Strategy** – Proposed "Brevity," a travel wear private label line with store layout redesign, digital collabs, and influencer rollouts.
 - **Marketing Round Table Finalist** – Among Top 3 for Transformative Gen Z Campaigns for Zomato & MyGlamm; focused on digital engagement and personalization.
-

SKILLS

- **Tools & Platforms:** Microsoft Office (Word, Excel, PowerPoint, Outlook), Power BI, Canva, CRM Tools
 - **Marketing & Strategy:** Brand Strategy, GTM Strategy, ATL/BTL Campaigns, IMC Planning, Product Marketing
 - **Digital & Research Skills:** Digital Marketing, Social Media Marketing, SEO, Market & Consumer Research
 - **Stakeholder Management:** Vendor & Stakeholder Management, CRM Strategy, Cross-functional Collaboration
-

POSITION OF RESPONSIBILITY

- Led college-level sustainability and student engagement initiatives as Class Representative & EcoMitra core member

ACHIEVEMENTS

- Certificate of Merit for holding 2nd position in academic performance May'2019
- Received TCS Special Initiative Award & On-the-Spot Team Award for exemplary performance and team collaboration. Mar'2023

CERTIFICATE: Marketing Essentials (Harvard Management Mentor), KPMG Sustainability, Social Media Marketing (Coursera)