

Supriya Mohanka

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Account Manager | Category Growth & Brand Strategy | Customer-Centric Marketing

EDUCATION

WELINGKAR INSTITUTE OF MANAGEMENT, MUMBAI <i>PGDM Marketing, CGPA: 8.04/10</i>	2023 – 2025
ST. XAVIER'S COLLEGE OF MANAGEMENT AND TECHNOLOGY (AKU), PATNA <i>Bachelor of Business Administration (BBA), CGPA: 8.89/10</i>	2018 – 2021

WORK EXPERIENCE

CUSHMAN & WAKEFIELD (<i>Account Manager, Retail Leasing, Pune, In</i>)	May'25 - Present
- Managed brand expansion by analysing retail micro-markets, catchments, and competitor presence to recommend high-potential retail locations. - Evaluated 20+ retail opportunities across malls and high streets using footfall, visibility, and tenant mix for data-backed site selection. - Developed leasing proposals and pitch decks to improve brand conversion and decision-making efficiency. - Collaborated with landlords, developers, and brand teams to streamline site selection, negotiations, and market intelligence generation.	
JIO bp (<i>Marketing Intern, Mumbai, In</i>)	May'24 - Jul'24
- Conducted primary research across 50+ B2B clients in Mumbai and Gujarat to identify gaps in customer experience and sales communication. - Analysed customer insights to recommend targeted marketing interventions across infra, agriculture, and RMC segments. - Designed micro-campaigns to improve Fuel4U's brand visibility & perception in non-transport fuel segments. - Proposed scalable marketing tools including digital sales kits, demo videos, and truck branding initiatives.	
TATA CONSULTANCY SERVICES (<i>Process Associate, Mumbai, In</i>)	Dec'21 - May'23
- Managed end-to-end recruitment for IT and non-IT roles, achieving a 15% selection conversion rate from 100+ profiles weekly. - Developed targeted sourcing strategies and streamlined hiring processes to improve recruitment efficiency. - Enhanced candidate assessment and reporting processes to support data-driven hiring decisions.	

BRAND PROJECTS

- Sugar Cosmetics IMC Campaign** – Designed a 360° campaign targeting new customer segments (40+ women), projecting 150% ROI through digital and experiential strategy.
 - Cetaphil Portfolio Strategy** – Developed retention-focused strategy using trial packs and geo-targeting to improve repeat purchase behaviour.
 - Flipkart Q-Commerce Strategy** – Built acquisition and retention model using loyalty programs and personalized offers.
 - Westside Strategy** – Proposed new private label (Brevity) with GTM strategy and store layout optimization for category expansion.
 - Marketing Round Table Finalist** – Top 3 among 300+ participants for Gen Z engagement strategy using personalization and digital channels.
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SKILLS

- Tools & Analytics:** 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
 - Core Strengths:** Vendor & Stakeholder Management, CRM Strategy, Cross-functional Collaboration
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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

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