



# Shubhda Garg

[www.linkedin.com/in/shubhdagarg](https://www.linkedin.com/in/shubhdagarg)

A seasoned global marketing professional and entrepreneur with 13+ years of experience in crafting and executing innovative marketing strategies. I have had the privilege of working with both Indian and international companies in India and the UK, leading teams, and co-founding successful startups.

## KEY ACHIEVEMENTS

- Revamped marketing plans, driving a 40% increase in web traffic for HSBC Wealth.
- Successfully launched high-impact projects like 'HSBC India Investment Summit' with CNBC TV-18, 'ShortsTV' in India, and the European healthcare brand 'Attends' to the Indian market.
- Co-founded 3 Minds Digital, achieving a staggering 150% Y-o-Y organizational growth and expanding the team from 3 to 30 members.
- At DesignPitchDeck.com, my clients raised over \$35 million in cumulative funding globally.
- Pioneered and executed the first-ever successful 'CA Day' social media campaign for Intuit.
- Proud editor of '[Revelations of Honour: Trysts with Courage](#)', a book published in September 2020.

## Professional Experience

### October 2021 – Present

#### HSBC | Mumbai

##### VP – Marketing (Wealth Management)

- Leading strategic marketing initiatives to enhance visibility, drive demand, and acquire customers in the Wealth Management sector.
- Innovative campaign ideation, leveraging digital and social media, and impactful ATL/BTL campaigns.
- 'HSBC India Investment Summit' generated 4X leads and reached over 100 mn people.
- Building collaborative stakeholder relationships and working across diverse teams to identify market insights.
- Awarded the 'Dynamo of the Quarter' award twice in 2022 at HSBC India.

### November 2019 – September 2021

#### Self-employed | Mumbai

##### Independent Marketing Consultant & Baker

- Crafted brand strategies, content, and social media marketing solutions.
- Created investor pitch decks for EdTech startups, securing INR 30 million in funding.
- Successfully launched 'Loafs of Love,' a profitable home bakery business during the lockdown.

### August 2016 – October 2019

#### 3 Minds Digital and Design Pitch Deck | Mumbai

##### Co-Founder and Director

[3 Minds Digital](#) – An award-winning Design & Digital Marketing Boutique Agency  
[DesignPitchDeck.com](#) – Designed investor pitch decks for MNCs/ Startups.

- Leading the Marketing vertical and overseeing long-term growth strategies and P&L management to break-even in the second year of the business.
- Collaborated with 50+ clients, delivering outstanding results for brands like JSW Sports, UNDP, IIT Bombay, NeoSoft Technologies, Infor and more.
- 'Launching 'ShortsTV' in India, achieving exceptional brand awareness and subscriptions - delivered 30x brand awareness; 400x paid channel subscriptions in the first week of the launch and 90x brand engagement pre-launch date.
- Leveraged customer insights and multi-channel creative marketing campaigns across B2B and B2C audiences. Optimised projects and processes for team management and project delivery.

## Contact

### Phone

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### Address

Thane, Maharashtra

## Education

2008-09

### Masters in Marketing Communications

University of Bedfordshire, United Kingdom

2003-06

### B.A. (English)

University of Delhi

2003-05

### Diploma in Mass Communication

International Polytechnic for Women, New Delhi

## Expertise

- Marketing
- Brand Management
- Marketing Strategy
- Integrated Marketing Campaigns
- Design-led Thinking
- Social Media Marketing

## Interests

An avid traveler having visited 23 countries, swimming in the ocean, adventure sports, reading and listening to music.

○ **August 2015 – February 2016**

**Junxion Strategy | New Delhi**

**Social Media Lead**

- Spearheading social media marketing efforts for global brand awareness.
- Accelerated acquisition through hyper-targeted campaigns.
- Devising GTM strategy, ROI-driven strategies and channel-specific messaging for expatriate audiences in Amsterdam, Singapore and Delhi.

○ **February 2014 – July 2015**

**Intuit India | New Delhi**

**Social Media Specialist for QuickBooks**

- Charted the annual social strategy and budgets in line with QuickBooks' global goals.
- Achieving 4X growth in social media handles within 6 months.
- Leveraged Radian6 & HootSuite for social listening, monitoring campaigns and social chatter.
- Curating content leading to a 5X increase in web traffic and leads.
- Trained CXOs and employees to create social media ambassadors for the Intuit brand

○ **June 2013 – January 2014**

**Aditya Birla Minacs | Bengaluru**

**Manager - Marketing & Communication**

- Responsible for marketing communications and PR for North America & Canada markets.
- Developed content basis key business focus for PR and social media and company newsletter.

○ **December 2011 – March 2013**

**Infor Global Solutions | Bengaluru**

**Marketing Communications Specialist**

- Leading B2B marketing and brand campaigns, increasing lead quality by 30%.
- Liaised with key channel partners to drive sales enablement.
- Led the demand generation initiative and drove events and webinars to build a qualified pipeline.
- Managing agency relationships and vendor partnerships.

○ **October 2009 – April 2011**

**Attends Healthcare Ltd. (Former P&G subsidiary) | Newcastle, UK**

**Marketing Manager**

- Worked as part of the Europe Marketing team based in Newcastle, United Kingdom.
- Spearheading strategic planning and product launch of 'Attends' in the Indian FMCG market.
- Devised the GTM strategy for B2B and B2C customers.
- On-boarded and enabled distribution partners and driving product visibility/sales
- Conceptualised marketing campaigns for India and the UK to boost brand awareness

○ **August 2006 – October 2007**

**Percept/H Pvt. Ltd. | Mumbai**

**Account Executive**

- Primary agency interface for 'Pantaloons' and 'Goldiam Jewellery' brands for campaign briefs.
- Crafted the creative briefs and managed the media campaign release for all campaigns.

○ **March 2005 - July 2006**

**Equus Red Cell | Mumbai**

**Intern and Jr. Account Executive**

- Worked on Kingfisher Airlines, DCB Ltd., ITC Grand Central, Taj Hotels and Mothercare accounts.