

Sanskriti Garg

San Francisco, CA

-Email me on Indeed: <http://www.indeed.com/r/Sanskriti-Garg/07feaa041e30e827>

Work Experience

Brand Manager

Marico India - Mumbai, Maharashtra

August 2019 to January 2022

Headed strategic business planning and go-to-market strategy for 3 brands with \$35M revenue. Managed a Brand Executive.

- Led cross-functional team to reposition a declining brand; Achieved 90 bps penetration gain within first 12 months of launch
- Created go-to-market strategy for pan-India product relaunch and organized product launch briefs for key leadership stakeholders and 100+ sales team
- Implemented A/B testing of 30+ digital creatives to optimize digital marketing strategy and effective deployment across Meta, YT
- Researched competitors' UX/UI, gathered UX feedback from 30+ users; Provided feedback to design team to create brand UX/UI
- Spearheaded cross-functional collaboration of 10 from product, design and external agencies to develop low-cost product versions; tested the products amongst 500+ consumers and proposed the best option basis action standards
- Conceptualized multiple value propositions using 100+ megatrends in hair category and conducted market research amongst 300+ consumers; Built product vision and strategy for Marico's first premium haircare range basis market research
- Crafted product requirements basis user study and competition benchmarking for specifications for product team

Product Manager

Nivea India - Mumbai, Maharashtra

June 2014 to July 2019

Shopper Marketing Manager

Marketing Manager

August 2017 to March 2018

Sales Manager

August 2015 to July 2017

Management Trainee

June 2014 to July 2015

- Headed business planning, market strategy and budget handling for male grooming portfolio, with \$20M revenue.
- Designed and conducted qualitative market research amongst 70+ consumers to identify gaps in beard grooming market

- Deployed \$40K budget digital campaign for new product launch and activated it on Amazon and other e-commerce platforms
- Managed cross-functional team of 6 from product, supply chain, regulatory, and vendors to re-launch existing Facewash range
- Awarded Blue Knight award for successfully delivering project within set deadlines (top 2% of the organization)
- Executed retail and consumer business strategies in West India. Managed a team of 2 to support sales force.
- Recognized with most prestigious CEO Award for outstanding regional marketing activation amongst young consumers
- Led team of 34 to deliver \$3M territory sales; Delivered 22% sales growth making it 3rd fastest growing territory (in 27) in India
- Collaborated with engineering and design teams to develop UI/UX for digital platform along with the go-to-market strategy for product activation launched in 36 countries
- Automated distributor assessment by building an Excel based platform that rated 320 distributors and advised future course of action for each one

Education

Master of Science in Business Analytics

HULT International Business School - San Francisco, CA

August 2023

MBA in Full-Time Program

Indian Institute of Management (IIM) - Lucknow, Uttar Pradesh

March 2014

Bachelor of Engineering in Electronics and Communication

University of Delhi - Delhi, Delhi

May 2012

Skills

- Languages : SQL, Python, R
- Data Visualization : Tableau
- Other Skills : Microsoft Office , Microsoft Excel, Tableau , Agile , Scrum , Fundamentals of Digital Marketing (Simplilearn)

Links

<http://www.linkedin.com/in/sanskriti-garg>