

TANISHQ MALHOTRA

Brand Marketing, GTM & Consumer Growth Leader | Product Marketing | IMC

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PROFESSIONAL SUMMARY

Brand Marketing, GTM & Consumer Growth leader with experience across **realme**, **Samsung Electronics**, **INDmoney** and **CashKaro**, driving **new product launches**, **integrated marketing communications**, **brand strategy** and **consumer growth** across consumer technology, fintech, D2C and digital-first ecosystems. Strong expertise across **GTM planning**, **product marketing**, **brand positioning**, **campaign strategy**, **consumer insights**, market analysis, audience segmentation, **influencer marketing**, creator ecosystems, **CRM**, **lifecycle marketing**, retail marketing, **ecommerce** marketing and **360° integrated marketing strategy** across **ATL**, **BTL**, **digital**, **retail**, social and experiential channels. Experienced in managing **large A&P and marketing budgets**, cross-functional teams, agency partners and large-scale campaigns that drive brand awareness, **user acquisition**, product adoption, engagement, conversion, retention, marketing ROI and measurable business growth.

EXPERIENCE

Assistant General Manager – Brand Marketing & IMC Strategy realme India

Jan 2025 – Present

- Lead brand marketing strategy, GTM planning and integrated marketing communications across **10+ smartphone** and **AIoT** product launches spanning India and international markets.
- Own **360° integrated marketing** delivery across ATL, BTL, digital, retail, social and experiential channels; manage **INR 20Cr+ A&P** with accountability for budget allocation and marketing ROI.
- Drive **consumer insights**, **market analysis**, product positioning, brand positioning and key messaging to shape launch strategy and communication across flagship categories.
- Delivered **realme x Game of Thrones**, an integrated brand campaign driving **2.5x engagement uplift** and **~30% growth in branded search** through digital-first storytelling.
- Established **realme Photography Awards** as a flagship creator-led **brand IP**, driving UGC, brand advocacy and sustained community engagement across India and key international markets.
- Led experiential marketing, **offline launch events** and retail activations across **10+ cities**, localising brand communication for regional audiences while maintaining global brand consistency.
- Drive **cross-functional alignment** across Product, Retail, Ecommerce, Media and **Global HQ** to execute launch calendars, GTM strategy and integrated campaigns at scale.

Manager – Brand Marketing & IMC Strategy (D2C) Samsung Electronics

Jun 2023 – Dec 2024

- Directed **omnichannel brand strategy**, product marketing and GTM communication across Samsung.com and Samsung Experience Stores; managed **INR 50Cr+ A&P** across digital, retail and integrated marketing initiatives.
- Built and scaled **Learn@Samsung**, a nationwide experiential learning **IP** recognized by Samsung Global HQ as a **global best-practice model** and one of India's first D2C retail learning ecosystems.
- Executed integrated **ATL**, **BTL** and digital campaigns across Samsung Experience Stores, delivering **12% uplift in conversion rates** and stronger retail engagement.
- Drove **10% brand awareness lift** through **Meta Brand Lift** campaigns and contributed to **7% increase in store footfall** through integrated digital and on-ground activations.
- Strategized Samsung Experience Stores' **first vernacular digital campaign**, achieving **12% conversion uplift** in South India through regionally localised brand communication.
- Led store launch communication across **15+ cities**; produced **75+ digital films** and **250+ launch assets** across flagship smartphone and ecosystem campaigns.
- Standardized brand communication across **1,300+ Samsung Experience Stores**, improving retail consistency and in-store experience.
- Partnered with CRM teams on **consumer lifecycle strategy**, re-engagement and retention journeys to improve repeat engagement.

Senior Manager – Brand, Content & Influencer Marketing INDmoney

Jul 2021 – Jun 2023

- Architected INDmoney's brand, content and creator-led acquisition engine, driving **1M+ user acquisitions** through influencer marketing and contributing **~35–40% of monthly new user growth**.
- Grew INDmoney's **YouTube channel to 1M+ subscribers** through **IND Learn**, an original financial education IP that used bite-sized video formats to drive engagement, watch time, and sustained audience growth.

- Generated **130M+ organic views** across content-led influencer campaigns; managed a creator network of **2,000+** across finance, lifestyle, and regional categories spanning **12+ agency and external partners**.
- Reduced overall CAC by ~25%** and managed influencer acquisition campaigns at an average **CPA of INR 120** through audience-first creator strategy and campaign optimization.
- Built **INDmoney's influencer affiliate** program from scratch — creating a performance-linked creator acquisition channel that enabled scalable, ongoing partnership-led growth.
- Improved lead-to-install conversion by 18%** through content funnel optimization and insight-led campaign refinement.
- Produced **25+ DVCs** and digital films across brand and performance funnels, supporting acquisition, engagement and product education.

Senior Associate – Brand & Influencer Marketing CashKaro

Jun 2019 – Jul 2021

- Acquired **700K+ users** through influencer-led campaigns across YouTube, Instagram, and short-form platforms at **CPA of INR 16** and **CPV of INR 0.35** — among the most efficient acquisition benchmarks in the category at the time.
- Contributed **INR 10Cr+ in GMV** and generated **50M+ organic views**; drove **85% improvement in ecommerce transactions** through creator-led brand campaigns.
- Built and managed a creator network of **3,500+ across categories**; led an **8-member team** across creator partnerships, influencer operations, and campaign execution.
- Developed brand campaigns and **10+ celebrity-led DVCs** to drive acquisition, engagement and growth.
- Led **CRM and remarketing journeys** through CleverTap to drive repeat transactions and long-term user engagement.

Features Writer MoneyAMMA

Jun 2018 – Sep 2018

- Drove finance-focused content strategy through **120+ articles**, aligning brand storytelling with audience engagement goals.
- Scaled digital reach through **100+ creator collaborations**, increasing organic reach by **35%** and engagement by **75%**.

Content Strategist BlueChalks

Jan 2017 – Feb 2018

- Led content and social media strategy across video, social and brand campaigns, producing **250+ hours** of content.
- Grew social presence to **30K+ followers** through audience-first storytelling, optimization, experimentation and A/B testing.

SKILLS

Brand Marketing & GTM: Brand Marketing, Consumer Marketing, GTM Strategy, Go-to-Market Planning, Integrated Marketing Communications (IMC), Campaign Strategy, Product Launches, Brand Positioning, Product Marketing, Annual Marketing Planning

Growth & Digital Marketing: Digital Marketing, Growth Marketing, Performance Marketing, D2C Marketing, User Acquisition, Ecommerce Marketing, CRM, Lifecycle Marketing, Conversion Optimization, Marketing ROI

Creator, Content & Social: Influencer Marketing, Creator Marketing, Creator Partnerships, Content Strategy, Social Media Strategy, Platform-Native Campaigns, UGC Campaigns, TVC/Digital Films

Retail & Experiential Marketing: Retail Marketing, Trade Marketing, Retail Activations, Experiential Marketing, Event Marketing, Omnichannel Marketing, O2O Marketing, ATL/BTL Campaigns, Regional Localisation

Leadership & Insights: Consumer Insights, Market Analysis, Audience Segmentation, Marketing Analytics, Campaign Measurement, Cross-Functional Leadership, Stakeholder Management, Agency Management, Budget Ownership, A&P Management

AWARDS & RECOGNITION

RAVE Award Q2 | Samsung Electronics (2024)

INDisruptor Award | INDmoney (2022)

CK Superstar Award | CashKaro (2021)

EDUCATION & CERTIFICATIONS

IIM Bangalore | Brand Management Certification (2024)

Macquarie University | Excel Skills for Business (2019)

University of Delhi | BA (Hons.) History (2019)