

Summary

Core skill: Marketing Strategy & Planning, Client Relations & Management, Negotiations, Business Development

Strategic marketing and business professional with over 6 years of cross-industry experience across advertising, digital commerce, fashion retail, and brand management. Recognized for structured problem-solving, negotiations, driving strategic initiatives, and delivering measurable impact across global and domestic markets

Qualification	Institute	Year
MBA (pursuing)	Indian Institute of Management, Ahmedabad	2024-2026
B.F.Tech	National Institute of Fashion Technology, Bhubaneswar	2014-2018
XII, CBSE	BSP Senior Secondary School, Sector X, Bhilai	2016
X, CBSE	BSP Senior Secondary School, Sector X, Bhilai	2014

Work Experience

Amazon, Bengaluru	
Campaign Manager, Amazon Ads and Marketing	July'24-Present
Led global advertising campaign strategy for high-impact clients including SkyShowtime, Warner Bros, and Paramount, driving \$800M+ in value Delivered over 20%+ performance improvement by using data analytics to translate campaign insights into targeted creative and media strategies Owned client success and satisfaction for marquee global advertisers, proactively shaping strategy, resolving escalations, and ensuring measurable business impact across multi-market campaigns Drove account growth by identifying client demand signals and positioning different products and placements (like Fire TV, DSP, PVFR, SP tile etc.) offerings, accelerating cross-sell and upsell and expanding campaign investment across markets - Managed 1500+ creative assets and 100+ multi-channel campaigns translating Salesforce CRM data into actionable insights that improved efficiency, performance, and scale - Function as a de facto engagement lead, owning client outcomes, guiding teams, and driving data-backed strategic decisions across large, complex account Resolved high-stakes trade-offs across performance, timelines, and budgets through data-backed negotiation with clients and internal teams	
Galleri5, Bangalore	
Assistant Manager, Brand Solutions and Client Relations	Feb'22-May'24
Led Myntra Lives, India's pioneering live commerce initiative, scaling it to 3000+ interactive sessions with 5000+ influencers and driving 10x revenue growth for 100+ leading brands Developed and managed B2B growth strategies for key accounts like Flipkart, Victoria's Secret, H&M, and Ajio through a mix of performance-driven and awareness-focused campaigns Crafted client-specific GTM plans and customized pitches, resulting in 25%+ YoY client portfolio growth Owned campaign budgets over to ₹25 Cr, blending paid media, influencer, affiliate, and experiential formats to deliver measurable ROI Built and deployed data-driven customer journey roadmaps, enhancing lifecycle performance from acquisition to re- engagement using real-time analytics and behavioral insights Managed a team of 8 direct reports to automate campaign workflows, partnering with product and analytics teams to improve efficiency by 45% and reduce turnaround time by 50% - Cultivated a network of 1000+ influencers, including emerging celebrities, across fashion, beauty, and lifestyle to boost brand affinity and long-term customer retention	
Reliance Retail, Bengaluru	
Assistant Manager Buying - Men's Wear	Feb'20- Jun'20
Managed a ₹50 Cr seasonal portfolio, owning end-to-end buying decisions across assortment planning, product mix, pricing, and selection optimization Drove sales and profitability by leveraging demand trends, sell-through analysis, and margin insights to optimize pricing and discounting, consistently achieving 45%+ category margins Owned assortment and pricing strategy across key men's wear categories, balancing growth, inventory efficiency, and markdown risk Partnered cross-functionally with merchandising, planning, and supply chain teams to align buying strategy with demand forecasts and ensure timely availability	
Laguna Clothing LLP, Bangalore	
Merchandiser - Men's Wear	Nov'18-Jun'20

- **Managed end-to-end merchandising and production** execution for over 500 new product developments for global clients, overseeing shipments of **3L+ shirts** and contributing to **₹20 Cr+** in revenue
- **Drove data-backed sourcing and cost decisions** by conducting competitive benchmarking across raw materials and trims, improving procurement efficiency and cost competitiveness.
- **Optimized supply planning and procurement cycles** through improved demand forecasting and vendor alignment, delivering a **25% improvement in gross margins**

Achievements

- Recognized with an internal award for excellence in negotiations and high-value commercial agreements
- Initiated, negotiated, and secured a one-year sponsorship partnership with Reebok for the BPGP '26 MBA cohort
- Consistently trusted to lead high-stakes initiatives and negotiations beyond formal role scope
- Represented the BFTech department at Design Sutra 2015, showcasing the integration of fashion technology and traditional textiles
- State-level winner in painting

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