

Ria Sharma

Summary		
Marketing professional with 8+ years of experience across brand management, content strategy, integrated marketing communications (IMC), and digital growth for leading consumer brands including Myntra, AB InBev (Budweiser, Corona, Hoegaarden), Fossil, and Essilor. Proven expertise in campaign planning, influencer marketing, on-app marketing, and cross-functional stakeholder management, delivering measurable growth in brand engagement, reach, and launch excellence.		
Qualification	Institute	Year
MBA (pursuing)	Indian Institute of Management, Ahmedabad	2024-2026
Bachelor of Commerce	Gujarat University	2016
XII, CBSE	Delhi Public School, Ahmedabad	2013
X, CBSE	Delhi Public School, Ahmedabad	2011
Work Experience (~8 Years)		
Myntra, Bengaluru (6 Months)		
Brand Marketing Fellow		July '25 – Dec '25
- Led launch of Myntra's private-label beauty brand, Molten Beauty. - Ensured complete launch readiness by driving listing accuracy, cataloging, agreement closure, discoverability tagging, and warehouse coordination. - Developed and executed on-app promotion strategy covering banners, PDP/A+ content, and performance-led communication frameworks. - Defined visual and copy guidelines aligned with Molten's skin-first philosophy and Myntra platform requirements. - Partnered with category teams on discount strategy and sales initiatives, and managed cross-functional stakeholders across Brand, Creative, Cataloging, Warehouse, Compliance, and VLPL teams.		
AB InBev, Bengaluru (12 Months)		
Project Manager		Jan '24 – Jan '25
- Led end-to-end execution of marquee brand initiatives for Budweiser, Corona, Hoegaarden, and Royal Challenge across IMC planning and content production. - Planned and delivered 15+ ATL and TTL shoots, managing timelines, agencies, and global brand guidelines. - Managed cold-room branding initiatives (Budweiser, Magnum, Corona) for regional markets, enhancing trade visibility and retail presence. - Streamlined cross-functional workflows with Brand, Creative, Legal, PR, Trade, and Procurement teams, enabling agile execution. - Reported campaign performance to leadership, analyzed content data, and supported GTM strategy and annual planning (IYP).		
AB InBev (Budweiser), Bengaluru (16 Months)		
Content Strategist		Aug '22 – Dec '23
- Led content and IMC strategy for Budweiser India, Budweiser Beats, and Magnum Double Barrel Whiskey, anchored in football and music passion points. - Managed large-scale brand activations including FIFA World Cup 2022, Lollapalooza, VH1 Supersonic, EPL x Hotstar, and Magnetic Fields. - Localized global campaign toolkits & delivered multi-format content across digital, KOL, ATL, BTL, & TTL channels. - Grew Budweiser India's Instagram by 40K followers in 6 months through an always-on, insight-led content engine. - Built and scaled a tiered influencer/KOL strategy, and used performance metrics to guide strategic pivots.		
Dentsu International, Bengaluru (14 Months)		
Social Media Manager		August '22-April '23
- Led content strategy for Fossil Watches and Essilor, managing a ₹15L monthly budget and cross-functional teams. - Executed influencer-led and platform-specific campaigns achieving up to 30% engagement rates. - Delivered audience growth of 25K followers in 4 months through data-led content planning. - Managed end-to-end KOL programs aligned with brand positioning and campaign objectives. - Presented monthly performance reports to leadership, translating analytics into strategy refinements.		
Einfach Digital (4 Years)		
Sr. Social Media Specialist		Aug '17 – Jun '21
- Led digital marketing strategy development and execution for entertainment and fashion clients. - Managed social media accounts, online reputation management, and social listening initiatives. - Oversaw branding for outdoor and on-ground events. - Conducted SEO analysis, keyword research, blog strategy, & AdWords management to improve organic performance		
Additional Certifications		
Branding & Adv	Advance Certificate in Digital Branding & Advertising - MICA	2022