

Rachna Iyer

Marketing Manager

Mumbai, Maharashtra · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Marketing manager with 11 years in consumer goods and home appliances, leading brands through launches, repositioning and festive campaigns. Owns annual budgets across television, digital, outdoor and retail, manages creative and media agencies, and leads a team of four brand managers. Strong at turning consumer insight into campaigns that move both sales and brand health.

SKILLS

Brand strategy · Annual marketing plans · Budget ownership · Agency management · ATL and BTL campaigns · Retail and trade marketing · Product launches · Consumer insight · Brand health tracking · Team leadership

EXPERIENCE

Marketing Manager, Kitchen Appliances — Home appliances company with national distribution, Mumbai

5 years · current

- Own the marketing plan and budget for mixer grinders, cooktops and chimneys, sold through dealers, large-format retail and online.
- Launched a mid-priced chimney range with a regional TV and digital campaign, reaching category leadership in two southern states.
- Run festive season campaigns with in-store demos and dealer schemes, aligned weekly with sales on stock and offers.
- Manage the creative, media and digital agencies, reviewing briefs, costs and post-campaign results.
- Lead four brand managers and set quarterly goals for awareness, consideration and sales share.

Brand Manager — Personal care company, Mumbai

4 years

- Repositioned a herbal hair oil for younger buyers with new packaging and influencer content, slowing a sales decline.
- Planned sampling in colleges and salons across eight cities, tracking conversion through coupon codes.
- Worked with research agencies on usage and attitude studies that shaped the next year's plan.

Assistant Brand Manager — Packaged beverages company, Bengaluru

2 years

- Coordinated summer activations and point-of-sale material for a fruit drink across south India.

- Tracked retail audit data and shared monthly share reports with the sales team.

EDUCATION

PGDM in Marketing — Private management institute, Mumbai

B.Sc. in Chemistry — Autonomous college, Chennai

CERTIFICATIONS AND REGISTRATIONS

- Marketing Analytics, executive education programme
- Meta Certified Media Buying Professional

PROJECTS

- Chimney range launch — took a new range from concept test to national launch with a regional-first media plan
- Dealer demo programme — trained promoters for in-store demos across 400 outlets

LANGUAGES

English · Tamil · Hindi · Marathi