



RAHUL MENON

Brand Marketing Expert

📍 Bengaluru

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PROFILE INFO

Dynamic and results-oriented Brand Marketing Professional with 9+ years of experience spanning B2C, B2B, and Agency environments. Proven success in developing and executing innovative brand, trade, and digital marketing strategies that consistently drive business growth, market share, and ROI. Skilled in leveraging data and consumer insights for high-impact campaigns, with a strong track record of leading cross-functional teams and managing multi-channel marketing budgets.

EXPERIENCE

June 2024 - Present - Brand Marketing Consultant

Bengaluru

Brand Marketing Consultant

- Led **India market entry strategy** for a **₹2,000 Cr+ global fintech brand**, defining positioning, RTBs, and exporter-focused GTM; oversaw production of **3 brand films/TVCs** and built a full-funnel ecosystem aimed at delivering **~47M reach** and a high-intent MSME pipeline.
- Led Brand Strategy for launch of **DENSO SENSE** for DENSO (~US\$47.9B global automotive major), shaping positioning, identity, and communications to translate OEM-grade diagnostics into an accessible aftermarket platform with a distinctive, disruptive visual language. <https://sense.denso.co.in/>
- Built brand and GTM foundations for **MasinAI**, an AI-led construction intelligence company, reframing it from software to decision infrastructure across project lifecycles. <https://masin.ai/>
- Repositioned **LiveWell** globally, a insurance-tech brand, redefining narrative, identity, and experience to drive digital-first insurance adoption in India. <https://www.livwell.asia/>
- Designed behavioural adoption strategy for **Spark Minda**, shifting marketing from product push to usage confidence and habit formation for a yet to be launched campaign **including 2 TVC's**, media, influencer and SEO plan.
- Led **Global brand identity development** for **HexL**, a construction-equipment manufacturer, establishing positioning, architecture, and market narrative across emerging international markets.
- Also worked for brands like **Acnestar**, **Mamy Poko Pants**, **Jio Finance**, **HopHop** etc as a **Strategy/Project Lead (Working with Grapes worldwide)**

Feb 2024 – Jun 2024 - Aliens Group

Hyderabad

Assistant General Manager - Brand Marketing

- Led brand marketing for a **₹3,900 Cr** portfolio spanning Space Station (~₹2,200 Cr) and Aliens HUB (~₹1,200 Cr).
- Owned **₹11Cr** annual brand budget and developed integrated brand **positioning** across **all touchpoints**- digital, retail, site experience, and sales communication
- Drove a lean **3-member team**, building structured brand SOPs, communication systems, and execution governance across projects.
- Designed and launched a **new website**, enhancing UX and increasing qualified daily enquiries by **10% within 60 days**.
- With new brand **SOPs** in place, contributed to **~₹45 Cr** monthly sales velocity across flagship projects.
- Improved lead qualification from **19% to 35%** through collaboration with the in-house performance team, managing **~₹1.2–1.5 Cr** monthly media investment.
- Worked as part of the core cross-functional team that helped secure **₹465 Cr** in **institutional funding**

EDUCATION

2014-2016 | **K.J. Somaiya Institute of Management Studies & Research**
PGDM

Integrated Marketing Communications
Mumbai

2008-2012 | **Amrita School Of Engineering**
Bachelor of Engineering
Mechanical Engineering
Coimbatore

SKILLS

- Brand Management
- Brand Strategy
- Strategic Planning
- Sales Enablement
- Consumer Insights
- ATL - BTL
- Budgeting
- Marketing Operation
- Brand Positioning
- Market Research

LANGUAGES

- English (Professional)
- Hindi (Native)
- Malayalam (Native)
- Tamil (Intermediate)

ACHIEVEMENTS

Was a part of the team that designed, fabricated and developed an ATV race vehicle as **SAE BAJA national finalist**, showcasing technical expertise, Team work, Problem solving capabilities and leadership.

CERTIFICATIONS

- Certified Google AI professional
- Google Ads
- Advanced Excel Certification
- Ideo - Insights to Innovation to Action Masterclass

Jul 2023 – Feb 2024 - Health-Related Career Break

Health related sabbatical to overcome a serious illness

Jun 2022 – Jul 2023 - Foxymoron Media Solutions

Bengaluru

Planning Director - Brand Strategy

- Led Brand strategy for a **₹30 Cr+ multi-brand portfolio** across **FMCG , Spirits , Auto and Consumer Durables**
- Drove outcome-based marketing frameworks (brand positioning → media architecture → conversion systems), resulting in a **₹1 Cr** incremental retainer expansion retainer growth through competitive pitch wins
- Built annual digital **AOPs** grounded in category mapping, consumer segmentation, and competitive intelligence, aligning brand narrative with measurable business KPIs.
- Worked with media teams across paid media; enabled full-funnel scale (e.g., **2.6M+** visits for a national appliance brand while reducing ACOS to **13.9%** (Amazon) and **156%** growth (Flipkart) and reduced CPV by **70%** (YT)).
- Introduced **innovation-led** media solutions (CTV, Native, Image Recognition) to elevate engagement benchmarks and differentiate client positioning.
- Partnered with global and national brands including **TVS, Kellogg's, A.O. Smith, Kingfisher**, and others across B2C and B2B ecosystems. t research to uncover unique consumer insights and boost brand management and marketing outcomes

Dec 2019 – Jun 2022- Pernod Ricard India

Chennai

Territory Marketing Manager

- Led regional marketing for a **₹400 Cr** combined premium spirits portfolio, managing **₹15 Cr** annual budget across **5 channels** (ATL, BTL, retail, experiential, digital) across **2 states** .
- Delivered market share gains: **Chivas Regal (28% → 40%)** and **Ballantine's (18% → 37%)**, establishing leadership in super-premium and premium Scotch segments and Maintained Segment leadership across Vodka, BIO Wines, and BII portfolios (100 Pipers, Something Special).
- **Launched Chivas 15** in Tamil Nadu through strategic sponsorships, key account partnerships, and experiential launches across major hospitality chains and set up exclusive branded Lounges and zones to develop brand salience and aspirational positioning
- Opened **4 branded retail outlets**, leveraging demographic analytics and location intelligence to optimize store placement and footfall conversion.
- **Strengthened semi-rural penetration** for 100 Pipers by aligning distribution expansion with targeted merchandising and key account strategy.
- Executed **20–25** campaigns per month, partnering with international hospitality chains and high-footfall cultural events to reinforce premium brand positioning.
- Managed multifunctional **agency and vendor ecosystems**, ensuring seamless execution, while upholding **brand integrity** across consumer and trade activations.
- Developed **data-driven consumer segmentation** and engagement frameworks to fine-tune promotional strategies and improve ROI on media investments.

Oct 2018 – Dec 2019- Archer Daniels Midland (ADM)

Mumbai

Assistant Manager – Marketing

- Scaled two pet food brands (Ganador & Minino) from launch to **₹32 Cr** annual revenue, establishing pan-India distribution and retail presence.
- Built national marketing systems and retail SOPs; led a **32-member field** force to drive structured market execution.
- Designed sampling, merchandising, and region-led activations to maximize spend efficiency and accelerate retail trials.
- Launched **2 variants** via dealer-led flash incentives, securing **5 tons** of confirmed orders at launch.
- Managed **₹5 Cr** marketing budget across **ATL/BTL** and digital initiatives to drive visibility and repeat purchase.
- Strengthened a **₹200 Cr B2B portfolio** (Aqua, Poultry, Livestock) through primary research-led value propositions and solution-basket marketing.
- Delivered **25% MoM** order growth in targeted B2B markets via account-based and dealer activation programs.

May 2016 – Oct 2018-VKL Food Solutions Enterprise

Mumbai

Assistant Marketing Manager

- Led B2B marketing strategy for a **₹400 Cr** organization operating across **6 categories , 3 BU's and 13+ countries**, partnering directly with category heads to drive penetration and revenue acceleration.
- Expanded international footprint by launching **3 new categories** across **6 countries**, building account-based marketing programs and category-specific value propositions to support sales teams.
- Owned end-to-end marketing transformation with a **₹1 Cr** annual budget, designing structured budgeting frameworks, governance models, and cross-functional workflows to improve marketing ROI and execution speed.
- Developed a cohesive value proposition framework spanning chefs, F&B managers, and procurement leaders, aligning solution-basket offerings across categories to strengthen value perception and drive qualified engagement.
- Scaled LinkedIn presence organically , establishing thought leadership in the food service ecosystem.