



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 - Marketing Consultant

Bengaluru

Brand Marketing Consultant - Strategy Lead

Currently with Grapes Worldwide

- Lead end-to-end brand strategy and full-funnel marketing for global and national brands across sectors, delivering impactful positioning, identity, GTM, and data-driven SMM as a consultant for multinational agency.
- Translated deep consumer and category insights into actionable brand narratives, digital strategies, and content frameworks, driving differentiation and growth.
- Developed multi-channel engagement strategies—from audience research and emotional/functional positioning, to influencer programs, digital activation, and campaign execution—ensuring measurable impact across the brand lifecycle.
- Demonstrated expertise in cultural and competitive analysis, identity systems, and data-driven storytelling to architect brand platforms that achieved market relevance and long-term affinity.
- Recognized for delivering holistic solutions, aligning brand purpose with execution to create scalable, innovative identities for legacy, challenger, and tech-driven brands
- Brand Portfolio - Eicher , Denso , Masin AI , Derneberger(Ger) , Livwell(SG) , Mankind Pharma , SW Residential (UK), Hophop

■ Feb 2024 – Jun 2024 - Aliens Group

Hyderabad

Assistant General Manager Brand Marketing

- Crafted and executed Aliens Group's comprehensive brand positioning strategy,
- Ensuring strategic alignment with corporate goals and consistent branding across all channels
- Collaborate with creative teams to produce impactful content and design, enhancing brand communication both online and offline.
- Developed marketing initiatives for lead generation, establishing a productive sales pipeline and enhancing market penetration
- Own the brand budget, ensuring effective marketing investment),and stay current with industry trends to drive innovation.

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 (native)
- Hindi (Native)
- Malayalam (Native)
- Tamil (Intermediate)

ACHIEVEMENTS

- Achieved 97%ile in CAT, demonstrating advanced analytics and problem-solving skills.
- 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

- Google Ads – Measurement
- Advanced Excel Certification
- Pernod Ricard Brand Strategy Masterclass

Jun 2022 – Jul 2023 - Foxymoron Media Solutions

Bengaluru

Planning Director - Brand Strategy

- A digital marketing agency providing integrated solutions for Brand management.
- Developed targeted communication strategies for Global brands such as TVS,
- Kellogg's, A.O Smith, and Kingfisher using demographic, socio-economic, and market data insights
- Generated customized Annual Digital Marketing Operating Plans (AOPs) through comprehensive market and competitor research
- Demonstrated agile strategic problem-solving by rapidly adapting marketing plans to client brief alterations and digital policy changes
- Applied advanced proficiency in website analytics, SEO, and market research to uncover unique consumer insights and boost brand management and marketing outcomes

Dec 2019 – Jun 2022- Pernod Ricard India

Chennai

Territory Marketing Manager

- A Global giant specializing in high-quality spirits and wine.
- Spearheaded integrated marketing strategies for a portfolio of premium spirits, resulting in significant market share gains—Chivas Regal (28% → 40%) and Ballantine's (18% → 37%)—in a highly competitive region.
- Maintained dominant category leadership for 100 Pipers and Absolut Vodka, driving sustained visibility, consumer loyalty, and trade preference.
- Led end-to-end regional brand management, including strategy, budgeting, ATL/BTL execution, and real-time performance optimization across retail, events, and digital channels.
- Managed multifunctional agency and vendor ecosystems, ensuring seamless execution of 10–20 campaigns per month, 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.
- Collaborated closely with sales leadership to align marketing efforts with regional business goals, successfully influencing route-to-market strategies and retail penetration.

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

Mumbai

Assistant Manager – Marketing

- Spearheaded marketing for ADM India's Animal Nutrition division, driving B2C growth for Ganador & Minino while reinforcing leadership in livestock and aquaculture.
- Built and scaled the marketing function from scratch, implementing global-aligned systems for budgeting, reporting, and stakeholder collaboration.
- Executed 360° ATL/BTL campaigns across digital, retail, and influencer channels, boosting visibility, retail trials, and consumer engagement.
- Developed a digital roadmap for Ganador and crafted B2B value propositions for Aqua, Poultry & Cattle divisions, fueling product launches, trade partnerships, and market share gains.

May 2016 – Oct 2018-VKL Food Solutions Enterprise

Mumbai

Assistant Marketing Manager

- Owned B2B marketing & communication strategy for VSPL, boosting brand visibility and credibility through digital campaigns, industry events, and trade partnerships.
- Led content, social media, and event marketing, aligning brand narratives across platforms to reinforce VSPL's value proposition in the food service industry.
- Established structured marketing operations (budgeting, workflows, governance), improving efficiency and reducing turnaround times.
- Executed integrated digital & on-ground campaigns with market-specific messaging, driving stronger engagement and lead conversion among chefs, F&B managers, and procurement heads.