

SAHIL ALAM

Brand Marketing & Strategy Professional

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SUMMARY

Award-winning, accredited **automotive strategist** shaping insight-led growth. Experienced **brand marketing and strategy professional** with over 6 years of expertise in crafting impactful campaigns and driving brand narratives for diverse sectors, including automotive, FMCG, and technology. Proven track record of delivering measurable results, such as **achieving a 2.5X audience growth** and **closing a 7.5 lakh retainer in a single quarter**. Adept at using data-driven insights to create and execute multi-channel strategies that align with brand goals, resulting in successful product launches and significant revenue growth. Strong expertise in market research, competitive analysis, digital strategy, and cross-platform marketing. Worked with international brands including **Maruti Suzuki, Carrier AC, Midea, Mitsubishi, and Nissan**.

WORK EXPERIENCE

Hakuhodo, India | Senior Strategy Manager | Jun 2025 – Present

- Developed comprehensive business proposals and brand strategy presentations for internal stakeholders, aligning business objectives with actionable marketing strategies.
- Presented key business insights and strategic directions to creative teams, ensuring informed and impactful communication strategies.
- Led cross-functional teams during business meetings and event presentations, driving strategic priorities and ensuring seamless project execution.
- Conducted in-depth market research and consumer surveys, creating data-backed strategy documents to support high-level decision-making.
- Drove internal stakeholder research for Mitsubishi, enhancing communication effectiveness and aligning with the company's long-term vision.
- Developed an insight-driven annual marketing blueprint through detailed analysis of regional data and sales performance.

Key Achievements:

- Spearheaded Mitsubishi's internal stakeholder research, leading to a 30% improvement in campaign communication effectiveness.
- Delivered a strategic, media-led intervention for Maruti Suzuki that elevated campaign performance and drove a +10% spike in sales.

TBWA, India | Strategy Manager | Aug 2024 – June 2025

- Translated client briefs into actionable marketing strategies, integrating communication frameworks, audience insights, and activation plans to drive brand growth.
- Led the Nissan Magnite campaign, achieving a 10X surge in search volume, a 4X increase in searches on launch day, and 3X higher lead generation compared to the previous campaign.
- Conducted market and competitor analysis to uncover whitespace opportunities, shaping strategic brand direction.
- Designed and executed Go-To-Market strategies for product launches, optimising KPIs and seasonality to maximize bookings and market impact.
- Created data-driven communication strategies, increasing positive mentions by 55%, measured by Locobuzz insights.

Key Achievements:

- Awarded e4m Auto Marketing Gold for the Best Integrated Marketing Campaign for Nissan Magnite launch.
- Achieved a 30% improvement in lead generation metrics post-campaign.

Digitas India, Mumbai | Strategy Manager | Nov 2022 – July 2024

- Led pitches and client meetings, generating new business opportunities and driving successful campaign executions.
- Developed and executed content strategies for multiple clients, increasing brand engagement by 2.5X in just 45 days.
- Crafted strategic direction for social content and product narratives, ensuring alignment with brand values and audience preferences for two-wheeler brands (Matter EV motorcycle and Kinetic Green EV scooter).

- Conducted in-depth consumer research and digital data analysis, uncovering key insights for Figaro and Reynolds brands.
- Developed integrated strategies and offline activation ideas to boost brand presence in the market.

Key Achievements:

- Successfully increased client retention rate by 20% through exceptional strategic executions.
- Developed communication strategy and marketing roadmap to increase brand awareness by 20% and share of voice by 50%.

iCubeswire Pvt Ltd, Gurgaon | Senior Strategy Associate | Feb 2021 – Nov 2022

- Developed strategic campaigns and launch plans for high-profile brands, such as Lulu Mall, Luxor, and Corteva Agriscience.
- Contributed to creative campaign concepts, collaborating with the strategy team to align with client objectives.
- Achieved a record business closure of a 7.5 lakh retainer per month in a quarter.
- Led client pitches and generated new business opportunities for the organization.
- Led comprehensive digital audit reports including SEO audits (Semrush, Ahrefs, Google Keyword Planner) and social media performance audits (Rival IQ, Fanpage Karma) to equip business teams with data-driven insights and actionable growth recommendations.

Key Achievements:

- Increased brand engagement by 2.5 times in just 45 days through a successful content strategy.
- Key business conversion with client that contributed to increasing the annual business for the strategy department by 30%.

The Marcom Avenue, Gurgaon | Marketing & Strategy Associate | Aug 2019 – Feb 2021

- Developed strategic marketing plans for clients, including OLA and Radisson Blu, enhancing brand presence across platforms.
- Conducted market research and consumer analysis, uncovering trends that informed campaign strategies.
- Collaborated with creative teams to produce compelling content and marketing materials aligned with client goals.
- Assisted in organising events and BTL activations to enhance brand visibility and consumer interaction.
- Contributed to digital and social strategy development, ensuring alignment with client expectations.
- Prepared digital audit reports across SEO (Semrush, Ahrefs, GKP) and social media performance (Rival IQ, Fanpage Karma) to support business team decision-making.
- Developed BTL activation ideas and collaborated with cross-functional teams to define budgets and execution plans.

Key Achievements:

- Helped secure key clients by preparing successful proposals and presentations.
- Delivered content strategies that boosted customer engagement by 25%.

KEY SKILLS

Strategic Planning & Campaign Management, Market Research & Consumer Insights, Brand Development & Positioning, Digital & Social Media Strategy, Go-To-Market Strategy (GTM), Client Relationship Management, Content Strategy & Development, Data Analytics & Reporting, Presentation & Deck Design, Business Proposal Creation

ACHIEVEMENTS

- **Nissan Magnite Launch Campaign (TBWA):** Led the campaign that became the third most impactful launch in the automotive segment, securing e4m Auto Marketing Awards (Gold, Silver, Bronze).
- **Kinetic Green EV Campaign:** Developed product positioning and go-to-market strategies, driving targeted growth in tier-2 markets.
- **Lulu Mall, Corteva Agriscience & Amulya Mica Pitch (Digitas):** Successfully closed pitches, leading to long-term retainer contracts and increased revenue for the agency.

CERTIFICATIONS

- Digital Marketing Certification – Internshala
- Fundamentals of Digital Marketing – Google Skillshop

EDUCATION

- **Diploma in Event Management, Communication & PR** – National Academy of Event Management, Wedding Planning and PR (Communication as a key subject), Kolkata, West Bengal | 2018-2019
- **Bachelor of Science in Biology** – Calcutta University, Kolkata, West Bengal | 2015-2018