Arjun Menon

Marketing Manager

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Personal statement

Marketing manager with 8 years of experience in consumer personal care and packaged foods, owning annual budgets of up to ₹6 crore across regional TV, digital, retail activation and trade marketing. Led 4 product launches and helped grow brand revenue from ₹48 crore to ₹71 crore in three years.

Work experience

Marketing Manager · Keralam Naturals Pvt Ltd, Kochi — Jan 2022 – Present

- Own the ₹6 crore annual marketing budget and annual plan for an ayurvedic personal care brand sold in 4 South Indian states.
- Helped grow brand revenue from ₹48 crore to ₹71 crore between FY 2022-23 and FY 2025-26 by shifting 35% of spend to digital and retail activation.
- Led launch of 4 new SKUs, including a herbal hair oil that reached ₹5.2 crore in first-year sales against a ₹4 crore plan.
- Manage a team of 5 executives and 3 agencies (creative, media and digital), with monthly reviews on reach, cost per lead and sales impact.

Assistant Marketing Manager · Malabar Spice Foods Ltd, Kozhikode — Jun 2018 – Dec 2021

- Planned regional TV and print campaigns for ready-to-cook masala range, contributing to 14% volume growth in Kerala general trade.
- Ran 180 sampling and in-store activations a year with distributors, tracking trial-to-repeat conversion through retailer feedback.
- Built the brand's first Instagram and YouTube presence, growing to 1.2 lakh followers with recipe content in Malayalam and Tamil.

Education

MBA in Marketing · Cochin School of Business Studies, Kochi — 2016 – 2018
Grade: 8.0 CGPA

B.Com in Marketing · Periyar Valley College of Commerce, Ernakulam — 2013 – 2016
Grade: 74%

SKILLS

- Marketing strategy
- Budget planning
- Product launches
- ATL and BTL campaigns
- Trade marketing
- Agency management
- Consumer research
- Google Analytics

CORE SKILLS

- Team leadership
- Brand positioning
- Cross-functional coordination
- ROI tracking
- Presentation skills

LANGUAGES

- English · Fluent
- Malayalam · Native
- Tamil · Conversational
- Hindi · Professional

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