

RAHUL NARVEKAR

Senior Manager – Marketing

Mumbai, India | +91-9833771684 | rnarvekar0709@gmail.com | LinkedIn.com/in/rahul-narvekar07

PROFESSIONAL SUMMARY

Senior marketing leader with 7+ years across British and Indian retail, real estate and industrial AI/IoT, leading in-house teams and agencies from brand strategy through on-the-ground execution. Known for content-led category positioning, defensible measurement and automates production workflows, compressing agency cycles on campaign assets from landing pages to sales one-pagers. B2B or B2C, the job is the same: get brands found, chosen and remembered.

KEY SKILLS & TOOLS

STRATEGY & POSITIONING: Go-to-Market Strategy | Category Positioning & Messaging Architecture | ICP & Buyer Research | Competitive Intelligence | Account-Based Marketing

CONTENT & CREATIVE: Editorial & Long-Form (blogs, research reports, landing pages) | Social & Video (Reels, TikToks, vlogs, LinkedIn carousels) | Print & OOH Copy | PR & Thought Leadership | AEO/GEO for AI Search Visibility | Brand Governance

ACTIVATION & MEASUREMENT: Event & Webinar Programmes | Lifecycle & Outreach Campaigns | Budget Planning & ROI-Led Spend Management | Funnel & Channel Analysis

AI-POWERED WORKFLOWS: Claude (research synthesis, content workflows, strategy sparring) | NotebookLM (knowledge mapping) | Lovable & v0 (landing page prototyping) | Midjourney & Nano Banana (visual concepting) | HubSpot (attribution) | LinkedIn Campaign Manager | Adobe Creative Suite

PROFESSIONAL EXPERIENCE

INFINITE UPTIME (IU) | Mar 2025 – Present

Senior Manager – Branding & Marketing | Mumbai, IN | Jan 2026 – Present

Hired and led a team of 3 | 2 agencies | 9 verticals

- **Orchestrated a joint research study** with MIT Sloan on *Trust being the differentiator in Prescriptive AI*, designed to shape analyst, customer, and industry conversations around Infinite Uptime's category leadership.
- **Owned analyst relations end-to-end**, putting the right voice in each briefing with Gartner, ISG and Verdantix, and earning first-time placements in three quadrants within twelve months.
- **Rebuilt the content engine** across blogs, landing pages, and the YouTube channel, structuring assets to be parsed and cited by AI crawlers, lifting GA4 AI Assistant channel traffic 150% with MQLs compounding 20% MoM.
- **Partnered with industrial AI authorities** – IoT Analytics and IIoT World, co-hosting webinars and drawing on their credibility at flagship events to reach plant and reliability leaders across North America and Europe.

Manager – Branding & Marketing | Mumbai, IN | Mar 2025 – Dec 2025

- **Set the messaging architecture** for IU's industrial AI portfolio and carried it into the website rebuild and 200+ sales assets across 9 industries, giving every account a consistent story.

- **Standardised event branding** on a USD 150K budget across 14 events in India, SEA, and EMEA including Dahej Expo & PaperEx, unifying booth design, collateral, and sales talk track.
- **Collaborated with product, sales, and leadership** to craft the quarterly newsletter & outreach sequences, reaching 15K+ accounts & surfacing 17 upsell opportunities in under 12 months.

J SAINSBURY'S | Oct 2022 – Sep 2024

Manager – Groceries & Online | Oxford & London, UK | Jul 2023 – Sep 2024

- **"Get Well Soon" Coupon Campaign:** Reactivated lapsed Nectar cardholders across 9 Oxford stores through a direct mail sequence, lifting blended basket value from £19 to £42 in 8 weeks.
- **Spearheaded Tu's plus-size influencer programme**, commissioning 85+ vlogs and films from 17 creators and driving a 21% affinity lift that evidenced extending the range into regular sizing.
- **Owned the creative strategy** of Sainsbury's online grocery campaigns, building the creative direction and messaging framework with performance marketing across the seasonal trading calendar.

Manager – Customer Experience & Trading | Oxford, UK | Oct 2022 – Jul 2023 (Part Time)

- **Aligned visual merchandising and store teams** across 9+ Oxford stores on brand and display standards, delivering 90%+ mystery shopper scores, 10% above the UK grocery benchmark.
- **Delivered in-store execution** of national seasonal trading events across the Oxford estate, landing promotional POS, gondola ends, and feature space to plan for every peak.

THE PHOENIX MILLS LIMITED (PHOENIX MARKETCITY) | May 2019 – Aug 2022

Senior Marketing Executive | Pune, Mumbai, Lucknow, India | Sep 2019 – Aug 2022

- **Shaped social, PR, and print** across the mall's annual campaign calendar, setting the brief and directing agency output for September Shopping Binge and the Phoenix Shopping Festival.
- **Built the blue gifting identity** for the 'Gift the Mall' campaign, which outlived the campaign to become the gifting brand standard across nine Phoenix malls.
- **Curated 25+ corporate events** with sharper creative direction and guest experience design, converting one-off bookings into recurring partnerships and 40% repeat business QoQ.
- **Led influencer collaborations** to co-create mall-life content, lifting reach and engagement to grow Instagram following from 26K to 41K in under two years.

Management Trainee | Pune, Mumbai, Lucknow, India | May 2019 – Sep 2019

- **Initiated the Wikipedia entry** for Phoenix Marketcity Pune and led on-page SEO efforts across the website and landing pages, lifting organic traffic 350% quarter-on-quarter.

EDUCATION

- **Strategic Marketing, Master of Science (MSc.)**
Oxford Brookes University | Oxford, UK | 2022-2023 | Distinction
 - **Marketing, Master of Management Studies (MMS)**
Welingkar Institute of Management (WeSchool) | Mumbai, India | 2017-2019 | Distinction
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CERTIFICATIONS & COURSES

- **HubSpot AI for Marketers Certification** – HubSpot Academy, 2025
- **Google AI-Powered Performance Ads Certification** – Google Skillshop, 2025
- **Generative AI for Creative Workflows** – Adobe on Coursera, 2026