Arjun Mehta

Digital Marketing Manager

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PROFESSIONAL SUMMARY

Marketing manager with 8 years in consumer brands. Grew online revenue from Rs 4 crore to Rs 19 crore in three years by rebuilding paid search, email and the product launch calendar. Manage a team of 6 and a Rs 6 crore annual budget, and work closely with sales, supply chain and finance.

WORK EXPERIENCE

Marketing Manager, Digital

Apr 2021 to Present

Lumen Home Appliances, Mumbai

- Own the online channel: paid search, marketplaces, email and the brand website, with a team of 6.
- Grew online revenue 4.7 times in three years while cost per order fell 31%.
- Launched 11 products, each with a 6-week plan agreed with sales and supply chain.
- Moved reporting from spreadsheets to a weekly Power BI dashboard used by the leadership team.

Assistant Brand Manager

Jun 2017 to Mar 2021

Saffron Foods, Mumbai

- Ran the ready-to-cook range across 3 states, worth Rs 85 crore a year.
- Moved 40% of the media budget to digital and held market share at 22% through a price war.
- Led the pack redesign that lifted shelf pick-up by 12% in store tests.

EDUCATION

MBA, Marketing — 2017
Narsee Monjee Institute of Management Studies — CGPA 3.4

B.Com — 2015
HR College of Commerce and Economics, University of Mumbai — 78%

SKILLS

Brand strategy · Performance marketing · Google Ads · Meta Ads · Marketplace growth
Budget planning · Team leadership · Excel · Power BI

CERTIFICATIONS

- Google Ads Search Certification, Google, 2025
- Digital Marketing Strategy, IIM Ahmedabad (online), 2022

LANGUAGES

English, Hindi, Gujarati

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