

BRAND · EVENTS & EXHIBITIONS · MARKETING OPS

Sumit Kumar.

I create brand moments, make sure they get **delivered**,
and turn them into **pipeline**.

● Gurugram, India ● 4+ years in D2C & retail marketing ● [linkedin.com/in/sumitkumarsk10](https://www.linkedin.com/in/sumitkumarsk10)



WHO I AM

Marketer for brands that sell on the ground **and** online.

Gurugram-based marketing professional with 4+ years across D2C and retail brands: brand positioning, exhibitions and events, digital campaigns and the operations that make them land on time. Today I'm Assistant Marketing Manager at Three Sixty, a handcrafted leather brand, and founder of The SM Point.

"The marketer who creates brand moments, makes sure they get delivered, and turns them into pipeline."

4+

years in D2C, retail, brand & events

30+

qualified leads per exhibition, on average

70%

of event leads moved into the sales pipeline

95%+

on-time vendor & freelance delivery

WHAT I DO

Three skills, one job: growth you can track.

01

Brand & events

Brand moments people remember, at the right venues.

- Brand positioning
- Exhibition & event management, end to end
- Premium platforms: home & design fairs, golf, weddings, founder retreats
- Digital campaigns aligned to on-ground touchpoints

02

Marketing ops

Plans that run on time and on budget.

- Vendor & freelancer management
- Budget planning, agency & vendor negotiation
- Lead funnel design: capture → conversion
- Performance reporting & conversion attribution

03

D2C growth

Social, creators and marketplaces that compound.

- Content calendars & platform-specific strategy
- Influencer marketing: onboarding, negotiation, tracking
- Amazon listings, pricing & inventory
- Templates & AI-assisted creative for cadence

SELECTED WORK

Three Sixty: from stall to sale.

EXHIBITIONS & EVENTS

National exhibitions for a premium leather brand

Three Sixty · Assistant Marketing Manager · Dec 2025 – present

CHALLENGE

Build awareness and positioning for a handcrafted leather furniture brand on national, premium platforms.

WHAT I DID

Led exhibitions end to end and directed vendor and freelance execution across campaigns and events.

- IHFF, Mumbai
- BMW Golf Cup, Kolkata & Delhi NCR
- Design Democracy, Hyderabad
- INC42 Retreat, Udaipur
- The Wedding Collective, Mumbai
- Bharatiya Vyapar Mahotsav, Delhi

95%+ on-time

vendor & freelance delivery across campaigns and events

MARKETING OPS

Event lead system

Three Sixty · funnel & reporting structure

CHALLENGE

Footfall at a stall doesn't become revenue by itself. Leads needed to be captured, followed and reported.

WHAT I DID

Built the marketing funnel and reporting structure that tracks every lead from capture at the event through to conversion, and aligned digital campaigns to exhibition and retail touchpoints.

30+

qualified leads per exhibition, on average

70%

moved into the sales pipeline

SELECTED WORK

D2C growth and lean operations.

CREATORS

Beanut creator program

Beanut (D2C FMCG) · Marketing Coordinator · Oct 2022 – Jun 2023

CHALLENGE

Grow a young FMCG brand across Mumbai, Jaipur, Delhi and Gurugram.

WHAT I DID

Owned influencer marketing end to end: onboarded parenting, lifestyle and health creators, negotiated partnerships, tracked reach and conversions. Ran platform-specific content plus on-ground activity.

20+ creators · 90%

creators onboarded · growth in audience retention

Also: 800+ new customer sign-ups and 500+ pre-scheduled exhibition booth visits in 3 months.

D2C & E-COMMERCE

Funbento social & marketplaces

Funbento (D2C consumer brand) · Social Media & Brand Manager · Oct 2023 – Jan 2025

CHALLENGE

Run social and e-commerce across Amazon, Instagram, Facebook and the website with a lean team.

WHAT I DID

Owned the content calendar, listings optimisation, pricing and inventory; tied campaign timelines to logistics; used templates and AI-assisted tools to publish more often; delivered monthly analytics.

90%+ on-time

delivery, with more content and no added headcount

OPS & COST

Ranvik vendor & travel savings

Ranvik Exports · Executive Assistant to Leadership · Jan 2025 – Dec 2025

CHALLENGE

Leadership needed lower costs and faster execution across teams and partners.

WHAT I DID

Negotiated vendor and travel contracts, restructured cross-department workflows, produced decision-support decks, and ran high-level events and business meetings end to end.

15% lower

annual vendor & travel costs, without compromising quality

MARKETING OPS · MY SYSTEM

Every brand moment runs on the same six steps.



TOOLS & SKILLS

What I bring to the table.

Brand & marketing

- Brand positioning
- Event & exhibition management
- Digital campaign execution
- Marketing funnel design
- Content operations

Operations

- Vendor management
- Cross-functional coordination
- Budget planning
- Agency & vendor negotiation

Stakeholders & reporting

- C-suite coordination
- Stakeholder communication
- Performance reporting
- Conversion attribution

Tools & platforms

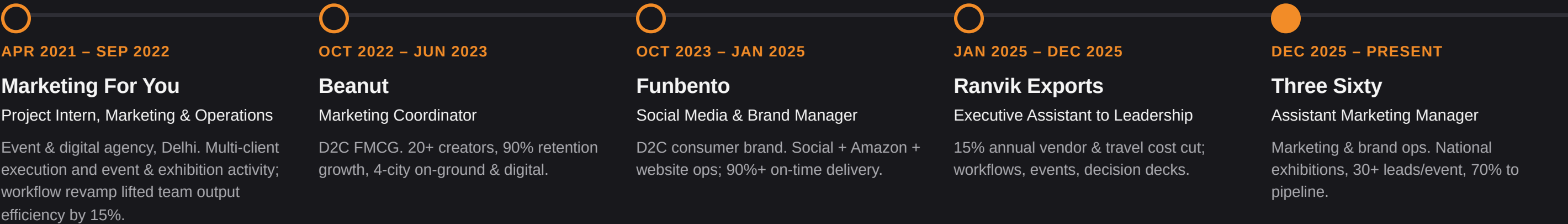
- ChatGPT
- Claude
- Canva
- Google Workspace & Sheets
- CRM software
- Amazon
- Instagram
- Facebook

Certifications

- Datacom · AI in the Workplace
- Red Bull · On-Premise Sales
- LinkedIn Marketing
- Content Marketing
- Fundamentals of Digital Marketing

CAREER TIMELINE

From agency floor to brand lead.



EDUCATION

MBA, International Business & Marketing

Mangalayatan University, Aligarh · 2022 – 2024

EDUCATION

BBA, Business Administration

Maharshi Dayanand University · 2018 – 2021

ALSO

Founder, The SM Point

Growth marketing agency, Gurugram

FOUNDER



A growth marketing agency for premium, FMCG and food brands and startups, built on the same playbook I use in-house.

Social

Creators

Marketplaces

Events & Exhibitions

Stall to Sale.

Premium & lifestyle brands at events and exhibitions: stall, leads and follow-up that reach pipeline.

Shelf to Social.

FMCG & food brands: quick commerce, marketplaces, sampling and creators.

Local Launchpad.

Local businesses & startups in Delhi NCR: get found, get chosen.

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LET'S TALK

Got a launch, a stall or a brand to grow?

I'm open to conversations on brand, events & exhibitions and marketing ops, and to agency projects through The SM Point.

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