

MALLIKA CHATTERJEE

Brand & Growth Strategy | Customer Intelligence | Behavioural Marketing
| Enterprise Engagement

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Professional Profile

Brand and growth strategist with experience across consumer insights, behavioural marketing, customer engagement, digital strategy and integrated campaigns. Combines a foundation in Psychology, Journalism and English with hands-on experience translating audience behaviour, first-party data and market research into brand strategies and customer journeys. Experienced leading multi-brand and enterprise programs across real estate, F&B, building materials, consumer communities and B2B2C ecosystems, with strengths in segmentation, campaign strategy, content, social media, influencer marketing and cross-functional execution.

Professional Experience

Senior Client Engagement Specialist, Elevatoz Loyalty Pvt. Ltd. 11/2024 – Present | Bengaluru

- Own market and account research across target industries, identifying category dynamics, enterprise pain points, buying stakeholders and high-fit ICPs; translate findings into tailored value propositions and prospecting strategies.
- Develop structured funnel and qualification logic across prospect, Marketing Qualified, BD Qualified and Commercial Qualified stages, creating clearer criteria for pipeline progression and commercial prioritization.
- Design personalized multi-channel prospect journeys, adapting messaging, use cases, proof points and engagement approaches as accounts move from awareness and discovery toward solution and commercial conversations.
- Apply hands-on enterprise program experience across EBCO, Assetz, Nexon, Centuary/Cenflex, Stylam, and Mahadhan to connect loyalty, channel engagement, traceability and customer-intelligence capabilities to executable business outcomes.
- Led customer success and growth strategy within the same tenure, shifting enterprise engagement toward a behaviour-led model using lifecycle segmentation, consumer psychology, first-party data and campaign experimentation.
- EBCO Heartware: helped scale a carpenter/contractor ecosystem to 80k+ registered members, 47k+ unique logins and 30k unique scanners, generating 23.16cr+ sales revenue.
- Built RFM and behavioural cohort strategies across 72K+ members and 2M+ product-linked interactions; designed psychology-led activation campaigns and trained internal/client teams on behavioural triggers, motivation and incentive strategy.
- Developed reusable Retailer Activation and Agritech frameworks connecting QR traceability, authentication, secondary-sales visibility and retailer/farmer behaviour with seasonal schemes, priority-SKU activation and downstream customer intelligence.
- Partnered across Product, Technology, Operations, Finance, Data, Catalogue and Helpdesk teams to translate client objectives into GTM plans, engagement calendars, program KPIs and scalable execution.

Earlier Career

Senior Marketing Associate, Representmedia.co 01/2024 – 08/2024 | Bengaluru

- Managed social media strategy and execution for brands across real estate, interiors, co-working, F&B and hospitality, including Dash Square, Brigade, Concorde, The Hive, Watson's, Niro, Java Rain Forest and Espresso Academy.
- Built brand-specific strategies around distinct objectives, from Instagram audience growth and engagement to corporate positioning and reputation-building on LinkedIn.

- Owned monthly content calendars from ideation through execution, developing concepts and scripts, coordinating creative teams and location shoots, and converting production into short-form, social and static deliverables.
- Managed influencer identification, coordination and campaign execution, and supported CSR/purpose-led communication initiatives.

Digital Marketing Manager, Colive, Future Of Living 10/2023 – 02/2024 | Bengaluru
Led digital content and social strategy across Instagram, Facebook, YouTube and LinkedIn; increased social engagement by 30% and improved cross-functional workflows, reducing content production time by 20%.

Marketing Manager - Promoted, IntelliFlow.ai 03/2023 – 10/2023 | Bengaluru

- Expanded from content into multi-channel marketing across SEM, display, content, social and email; analyzed KPIs and customer research and led A/B testing across campaigns, landing pages and messaging.
- Collaborated with Sales and Product, managed budgets and resource allocation, and used customer insights to improve targeting, personalization and campaign decisions.

Content Writer, IntelliFlow.ai 01/2023 – 10/2023 | Bengaluru
Created content and communications supporting marketing objectives; scope expanded into Marketing Manager responsibilities during the tenure.

Growth Associate — Promoted, Fleek Technologies Pvt. Ltd. 07/2022 – 12/2022 | Bengaluru

- Promoted from Catalog Specialist after strong performance; pioneered Telegram marketing achieving 500% ROAS, built affiliate performance models, managed banking-partner checkout incentives and executed YouTube influencer collaborations.
- Used campaign, partner and user feedback to optimize performance, strengthen relationships and inform product improvements.

Catalog Specialist, Fleek Technologies Pvt. Ltd. 12/2021 – 07/2022 | Bengaluru
Supported marketing and sales through catalog strategy, content, layouts and data accuracy; improved an AI-driven subscription-recognition workflow through parser analysis, with performance leading to promotion into Growth.

Additional Experience

Catalog & Content Specialist, Sudhir Pharmaceuticals
Product and hospital/doctor-focused marketing content.

Core Expertise

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|----------------------|-----------------------------|-------------------------|----------------------------------|
| - GTM Strategy | - Market & Account Research | - ICP Development | - Funnel & Lead Qualification |
| - Customer Success | - Behavioural Marketing | - Loyalty & CRM | - Lifecycle Strategy |
| - RFM & Segmentation | - Customer Intelligence | - Social Media Strategy | - Content & Influencer Marketing |
| - Campaign Planning | - Client Management | - Performance Analytics | |

Tools & Languages

Tools
Microsoft Excel • Microsoft Office • CRM platforms • Interakt • Razorpay • Email marketing tools • Social media platforms • CMS

Languages
English (Native) • Hindi (Native) • Bengali (Proficient)

Education

Triple Honours in Journalism, Psychology & English, Ramaiah College of Arts