MALAYEEKA KULSUM

Senior Marketing Manager | Brand, Growth & Performance Marketing | QSR, F&B, FMCG & Digital

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PROFESSIONAL SUMMARY

Senior Marketing and Growth Manager with 5+ years of experience across QSR, F&B, FMCG, media and digital businesses in the UAE and India. As part of the founding team at TacoBur Group in Dubai, launched 3 QSR brands across 3 cloud kitchens and a mall outlet, built an AED 100K+/month sales engine across talabat, Deliveroo, noon Food, Keeta and Smiles, and halved customer acquisition cost. Skilled in integrated brand, performance and 360° marketing, including customer acquisition, promotions and pricing, CRM, influencer and community marketing, and on-ground activations. Proven revenue impact: 10.87% daily sales growth at Pizza Hut (Sapphire Foods) and ₹6 Cr+ revenue for clients including Britannia, ITC and Himalaya at The Times Group. Trained in Strategic Brand Management at IIM Bangalore and an early adopter of generative AI for marketing.

CORE SKILLS

- **Growth & Performance:** Performance Marketing, Customer Acquisition, CAC & ROAS Optimisation, A/B Testing, Conversion Optimisation, Meta Ads, Google Ads, TikTok Ads, SEO/SEM, Hyperlocal Targeting, Lead Generation, CRM & Retention
- **Brand & Campaigns:** Brand Management, Brand Positioning, Go-to-Market (GTM) Strategy, New Product Rollout, Store Launches, 360° Integrated Campaigns, ATL & BTL, Media Mix Planning, Brand Activations
- **Food Delivery & E-commerce:** Aggregator Marketing (talabat, Deliveroo, noon Food, Keeta, Smiles), Own Delivery, Cloud Kitchen & Multi-Outlet Marketing, Promotions & Pricing, Menu Strategy, POS & Restaurant Operations, Mall & Trade Marketing
- **Content & Community:** Social Media Strategy (Instagram, TikTok), Influencer & Creator Partnerships, UGC Video Production, Campus Ambassador Programmes, Employer Branding, PR, Thought Leadership
- **Data, AI & Tools:** Market Research, Consumer Insights, Competitor Analysis, Marketing Analytics, Microsoft Excel, Generative AI (Claude AI, Higgsfield), Marketing Automation

WORK EXPERIENCE

Senior Marketing Manager, Founding Team
Dec 2025 – Present

TacoBur Group (TacoBur Restaurant LLC) | Dubai, UAE

- **Launched 3 QSR brands across 4 locations:** Built TacoBur, Quesado and Tacorrito from the ground up across 3 cloud kitchens and 1 mall outlet, owning brand positioning, identity, menu storytelling and go-to-market strategy.
- **Built an AED 100K+/month multi-platform sales engine:** Managed listings, pricing and the promotions calendar across talabat, Deliveroo, noon Food, Keeta, Smiles and Peekabox, scaling each brand to ~60 orders/day, and launched own delivery through noon's delivery service.
- **Halved customer acquisition cost (CAC):** Cut CAC 50%, from AED 2,000 to AED 1,000 per month, with hyperlocal performance media on Meta, Google and TikTok tuned to delivery radius and daypart, A/B-tested Meta creatives and offers, first-order offers and CRM capture; grew social media presence 5X.
- **Led the mall launch and day-to-day operations:** Owned the store launch end to end (opening plan, staff brand training, launch offers, footfall media, atrium activations, landlord co-marketing), managed POS and operations, and built community through creator partnerships and "TacoBur Times", a monthly brand newsletter.

Marketing Manager
Apr 2025 – Aug 2025

Recykal | Hyderabad, India

- **Grew business revenue 5%:** Drove marketing-led lead generation and brand equity for a circular-economy technology company.
- **Built executive thought leadership:** Managed LinkedIn strategy and personal branding for the COO (content strategy, thought leadership, profile positioning), contributing to a feature in The Times of India on the circular fashion economy.
- **Owned employer branding and PR:** Improved brand perception and talent engagement across digital platforms, and streamlined PR outreach and marketing operations through data-backed planning and process automation.

Assistant Marketing Manager (Regional Marketing)
Oct 2023 – Mar 2025

Sapphire Foods India Ltd. (Pizza Hut Franchisee) | Bangalore, India

- **Increased daily sales 10.87%:** Led digital and offline regional marketing, using paid media, 25+ campaigns and 40+ on-ground events to grow revenue and build a loyal social media following.

- **Created campaigns that went viral and sold:** A Valentine's Day meme-marketing campaign grew dine-in average daily sales 66%; "Scan If You Can", a student guerrilla QR activation, added a consistent ₹5,000 to average daily sales.
- **Built partnerships and a campus ambassador programme:** Ran student ambassadors with unique promo codes and targeted digital support (12% of Unlimited Friday offer sales); partnered with competing franchisee Devyani International on a joint Onam campaign in Kerala, and ran a Hamleys Teddy Day collaboration.

Assistant Client Manager (joined as STEP Trainee) **Apr 2023 – Oct 2023**
Bennett, Coleman & Co. Ltd. (The Times Group) | Bangalore, India

- **Generated ₹6 Cr+ in revenue:** Crafted tailored marketing and media solutions for top brands, improving repeat client business.
- **Delivered campaigns for leading FMCG and retail brands:** Planned and executed 5–6 integrated campaigns for clients including Britannia, ITC, Wipro, Himalaya, Spar Hypermarket and Metro Cash & Carry, applying media-mix and marketing-mix planning across ATL, BTL and CRM for efficient ROI.
- **Managed stakeholders and insights:** Built strong client relationships and analysed campaign data and competitor activity to guide recommendations.

Content Creator & Content Reviewer **Apr 2020 – Oct 2021**
Embibe (Reliance Industries) | Bangalore, India

- **Content creation:** Researched, wrote and published original educational content for the Embibe website.
- **Visual content:** Shot and edited photography to market and promote content.
- **Quality and editing:** Reviewed and edited academic content for accuracy, clarity and presentation.

EARLY CAREER & INTERNSHIPS

- **Sales & Marketing Intern**, **Unibic Foods India** **Sep 2022 – Feb 2023**
  Ran the city-wide #BackToSchool campaign in Bangalore, college promotions including IIM Bangalore, and sampling in slow-moving areas.
- **Digital Marketing Intern**, **Unschool** **Mar 2022 – Apr 2022**
  Led 20+ campus ambassadors across India, driving lead generation, customer acquisition and course enrolments.
- **Customer Support Executive**, **Zomato** **Mar 2021 – May 2021**
  Resolved food delivery customer queries via chat and phone, and reported ticket trends to improve service.

FREELANCE & SELECTED PROJECTS

- **Freelance UGC Creator, Creative Agency:** Scripted and produced UGC videos for agency clients' brand campaigns.
- **UGC Creator Community & Workshops:** Built a 100+ member UGC creator community and content strategy workshops that attracted 300 attendees, converting 10% into paying customers.
- **AI-Powered Video Creation:** Built an agentic AI video workflow integrating Claude AI with Higgsfield for creative development, video production and content generation.
- **AI-Powered Lead Generation Website:** Independently built and launched a lead-generation website with Claude AI, including content and lead capture flow, creating an automated acquisition channel.

EDUCATION

- **Master of Business Administration (MBA),** Alliance University, 2021 – 2023
- **MBA, Business, Management & Marketing,** INSEEC Grande École, Jan – Jun 2022
- **Strategic Brand Management,** Indian Institute of Management (IIM) Bangalore, 2023
- **BSc Biotechnology, Biochemistry & Genetics,** Kristu Jayanti College, 2018 – 2021

CERTIFICATIONS, AWARDS & MORE

- **Certifications:** Performance Marketing (Growth School); Generative AI Mastermind (Outskill); LinkedIn Personal Branding Workshop; Microsoft Excel
- **Award:** Brand Champion Award, FY 2024–25, for outstanding contribution to brand growth, marketing execution and business impact
- **Publication:** Author of "One Professional Night"
- **Languages:** English (Native/Bilingual), Hindi (Full Professional), Tamil and Kannada (Professional Working), French (Elementary)