

Who are we?

Started as a Cup branding company in 2014, we have never looked back since then. Leveraging our corporate network to build Activation in the year 2017 and Digital in 2019, CupShup has only upped its game and risen to the occasion to serve our clients' needs. Here is what differentiates us from other agencies:

- Brewed solutions and catered to needs of brands which includes not only giants like HUL, Marico, SBI Life Insurance, Kotak but also startups like Ola, Swiggy and 180 others. Marketing solutions carefully customized and diligently executed to achieve clients' objective.
- Unparalleled offline reach within 2000 Corporates, 8000 Residential, 4 major Airlines across major Tier 1 and 2 cities of the country. We have campaigned in more than 30 cities of the country.
- One of the fastest growing agency of the country with more than 100% Year on Year for last 3 years with our journey being documented by notable industry observers.

What lies ahead?

- A firm believer in India's success story that lies ahead, we are aggressively building the most ROI efficient and trusted marketing partner for all the major brands and startups
- To build unique and tech integrated solution for brands that not only delivers complete transparency and but also tracks and measures value being added to each step of the chain
- To assemble the smartest minds that are looking to make a dent in the universe of branding and marketing under one umbrella and deliver exceptional results

10X growth to be achieved in the next 5 years through penetration in major markets of the country.

CupShup is on a mission to brew innovation and delight all stakeholders, i.e., Clients, Employees and Partners by creating value at each stage of their journey. Join us to create the tomorrow that we all will be proud of. ***Let's brew Innovation!***

Roles & Responsibilities

- You will play multiple roles apart from what you do best - Business Development (You could be a DJ, Interior designer, Lunchtime Chef and more)
- You will be responsible for generating leads, pipelining them and converting them into clients and building partnerships across businesses, brands and corporates
- You will be working with internal and external teams to ensure high-quality work output and understand the client's business and briefs to help execute them
- Your focus will be primarily on identifying, networking, connecting and engaging with brands and businesses to convert them into clients.

Skills & Requirements

- Creatiwitty (don't just think outside the box, think like there is no box)
- The joystick to excellent communication skills - be it WhatsApp, Email or in-person
- Juggling (with bowling pins but we like you try our role-hats first)
- Known your field like it's on the back of your palm (Basics to as of yesterday)
- Be human (AI is cool but we believe emotional intelligence, critical thinking and logical reasoning is way cooler)
- Open-minded (All great thinkers were once on the downside - be open to constructive criticism and tons of new learning)
- Co-work and co-exist (More We, Less Me)
- Move mountains and break the iceberg (Not the Titanic-style)
- Be a Leader(Inspire Ideas, Impact Change)
- You are the captain of your ship(Aye, aye captain)