SIMRAN KUKREJA

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Category Management and Growth professional with experience across startups, driving revenue, pricing optimization, and building GTM strategy.

Work Experience

09/2025-02/2026 **Category Management Intern (Beverages and Frozen Foods Team) | Zepto** **BANGALORE**

- Led a portfolio of 20+ frozen brands with full ownership of Roti-Paratha vertical, scaling it to ₹6CR+ in revenue.
- Reversed degrowth, drove 25% increase in GMV/brand via top-selling skus, competitive pricing, mapping different locations
- Improved in-stock availability from 52% to 80%, enhancing customer experience and ensuring consistent fulfillment

2023-2024 **Business & Growth Associate | Swastik Mechatronics** **DELHI**

(Devised e-commerce arm; drove strategy and lead generation for family owned electronic spare parts business)

- Spearheaded online sales strategy, driving **₹5L revenue** through **B2B acquisition**.
- Boosted **brand visibility by 70%** through **SEO, content strategy and listings refinement on platforms like Indiamart**
- Drove **25% conversion** increase through bestseller assortment, cross-selling, and benchmarking.

2022-2023 **Marketing & Business Associate | Visa2Fly** **GURGAON**

(Scaled online customer acquisition by refining pricing, social media strategy, and digital campaigns to drive higher conversions)

- Executed **digital campaigns** across **Meta & Google Ads**, generating **200+ B2B leads monthly** and reducing CPL by 10%.
- Forged and managed partnerships with 15+ travel agencies, driving sustained engagement and repeat business growth.
- Improved operational efficiency, streamlining sales, marketing, and ops collaboration, cutting query resolution time by 50%.

2021-2022 **Social Media Marketing Associate (SEO & SMO) | Freeskout** (6M) **| Round Digital** (6M) **DELHI**

(Expanded brand reach through SEO, content marketing, and paid campaigns, increasing organic traffic and user engagement)

- Grew **LinkedIn and Instagram**, increasing **followers by 9K+ organically and 12K+ through performance ads**
- Worked **with tech and finance team**, resolving bottlenecks & improving **payment workflows in 50+ campaign execution**
- Performed SEO, identified website issues, improved rankings via **keyword research** and **built** 100+ backlinks for 5+ clients

2020-2021 **Co-founder | Business Strategy & Operations | Leveraged Writings** **DELHI**

(Constructed digital-first content platform, onboarding writers, optimizing strategies, & implementing data-driven growth plans)

- Spearheaded **product development**, managing **15 people** to build a platform with **50+ writers** and drive audience growth
- Conducted **market research**, identifying opportunities and executing expansion strategy increasing platform reach by **40%**
- Designed **operational processes, streamlined workflows**, increasing team efficiency and scaling platform growth by **25%**

Education

2024-2025 **MESA SCHOOL OF BUSINESS** **BENGALURU**

PGP in Startup Leadership

- **Top quartile performer**: Scored 4/4 GPA in Modern Selling and 3.67/4 in Business Storytelling & Financial Management.
- **Founded Minnymooi**, *(Kids wear brand)*
  - Launched and scaled Minnymooi, generating **₹2.5L + revenue in 3 months delivering 50%+ margin**
  - Set up **25+ offline stalls** in target cohort markets to drive direct customer engagement
  - Managed online presence including brand website and social media to drive awareness and consideration
  - Built and managed **vendor relationships**, ensuring appropriate **inventory, quality control, and cost efficiency**
- **Cofounded Minifruit** *(Fresh Produce Brand)*
  - Executed **customer acquisition strategy** (B2B partnerships & referrals), acquiring **150+ customers through** online and offline channels and generating **₹3.5L+ GMV in 4 months**.
  - Streamlined **supplier negotiations & pricing**, optimizing margins by 15% and ensuring stock availability to meet fluctuations in demand

2018-2021 **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY** **DELHI**

BBA | GPA 8.6/10 (Top 5 percentile)

- **Teach for India | Volunteer Program: Taught** and mentored 50+ 9th-grade students with 100% pass rate in exams

Consulting Projects

2024-2025

- **Swiggy Instamart:**
  Developed a differentiation strategy using a **personalized assisted selling chatbot and reward system,** boosting customer retention and lifetime value by increasing user loyalty within the Swiggy ecosystem, giving Swiggy a competitive edge over Blinkit and Zepto.
- **Apps for Bharat:**
  Conducted customer research, analyzing 100+ responses to assess brand perception. **Redefined brand positioning** as a spiritual-first brand, identified three core user segments, and **developed tiered pricing and GTM strategies**, laying the foundation for a ~30% revenue growth.
- **Epigamia:**
  Led market research with 100+ users to identify regional preferences. Recommended **expanding into kids' yogurt** and developed a localized GTM and positioning plan to differentiate Epigamia, enabling premium positioning and supporting regional expansion.

Skills

Category Management, Business Analysis, Stakeholder Communication, Market Research, Project Management, Financial Modeling, Data Analysis & Visualization, Pricing & GTM Strategy

Tools : Excel (Advanced), Power BI, Google Sheets, Google Analytics, MS PowerPoint, Canva