



Siddharth Patil

Client Strategy & Brand Growth Manager

A creative, results-driven Brand & Account Manager with 5+ years across e-commerce, fintech & lifestyle sectors. I manage and lead multi-channel campaigns, steward client & agency partnerships, and drive business KPIs through strategic planning, organising, and execution. Skilled in mentoring teams to maximise growth, harnessing strengths, and delivering performance-led brand building with both UK agency polish and Indian market agility.

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📍 Mumbai

🌐 bit.ly/SiddharthpWorkPortfolio

WORK EXPERIENCE

Account Manager Champions UK Plc

01/2024 - 11/2024

Leicester, U.K

Managed key e-commerce and wealthcare accounts, generating ₹5-6 Cr in revenue

- Led end-to-end management of multi-channel campaigns for national brands, ensuring strategic alignment with business goals.
- Directed cross-functional teams (creative, media, strategy), delivering on time, within budget, and exceeding KPIs.
- Provided strategic counsel on digital-first brand solutions, elevating client presence and performance.

Media & Communication Manager De Montfort University

03/2022 - 01/2024

Leicester, U.K

Orchestrated launch of brand strategy, building nationwide awareness of the university's research.

- Managed social media strategy and content execution across platforms, ensuring consistency and engagement.
- Coordinated large-scale events, partnerships, and brand activations to boost visibility.
- Analysed performance reports to optimise audience reach and content strategy.

Accounts & Social Media Manager DigiChefs Digital Agency

12/2020 - 10/2021

Mumbai

Aligning digital strategy with business objectives, driving measurable growth.

- Managed PR, influencer & digital campaigns; mentored a high-performing team; and optimised client ROI through strategic planning and negotiations.

Social Media Strategist Supramind Digital

01/2020 - 10/2020

Mumbai

Acted as the central liaison between clients and creative teams

- Developed and executed lifestyle & tech campaigns, directed social media strategy, and strengthened client-agency alignment to drive engagement.

Business Development Intern LC Media House

08/2019 - 11/2019

Mumbai

Achievements/Tasks

- Delivered KPI-led business growth strategies, created winning pitch decks, and built client relationships to secure new business.

SKILLS

Strategic Communication

Digital Marketing

Brand Management

Market Research

Social Media Marketing

CRM

EDUCATION

MSc in Marketing Management De Montfort University

10/2021 - 09/2022

Leicester, U.K

Master's in Business Administration, Marketing M.I.T. School Of Business

01/2017 - 01/2019

Pune, India

ACHIEVEMENTS

Global Immersion Program (2018)

Nanyang Technological University (Singapore)

Co- Authored, Marketing Research Paper (2022)

De Montfort University (Leicester, U.K)

CONFERENCES & COURSES

Integrated Digital Marketing (07/2017 - 08/2017)

Freelancers Academy

The Fundamentals of Digital Marketing (09/2019 - 10/2019)

Google Digital Unlocked

Inbound Marketing Certification (08/2024)

HubSpot Academy

INTERESTS

Sports & Fitness

Cooking

Coffee Enthusiast

Comic Book Movie Buff

Screenwriting