

KARAN MADHOK

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Highly motivated marketing professional well-versed in strategic brand development, market analysis, and product positioning. Like my love for playing guitar, I thrive on creativity, using my marketing skills to create memorable brand experiences for consumers.
Have right to work in France.

EDUCATION

EDHEC Business School, France

August 2022 - February 2025

MSC Marketing Management

- Relevant Coursework - International Marketing Strategy, Product Development & Innovation, Marketing Intelligence

Master in Management - Business Management

- Main Courses - Operations and Project Management, Growth Strategy, Sustainability in Digital World, Digital Marketing

University of Delhi, India

July 2017 - August 2020

Bachelor of Commerce (Honours) - Top 5% of graduating class

WORK EXPERIENCE

Mondelez International, France

July 2025 - Present

Marketing Research Analyst (Chargé d'études marketing)

- Conducted weekly analysis of France's chocolate market, evaluating price elasticity and market drivers to guide pricing strategy
- Leveraged Kantar consumer panels to analyse penetration, volume per buyer, repeat rate, and other key KPIs, identifying **2 core consumer cohorts** responsible for ≥65% of potential **category growth**, shaping Mondelez's brand strategies in this segment
- Analysed assortment studies to define optimal SKU proportions across categories and channels, enabling strategic portfolio shifts estimated to increase retailer sales by 10-15%
- Led Away-from-Home (AFH) studies covering vending, restaurants, and professional catering to analyse Mondelez's performance across B2B channels, supporting strategic decisions for category expansion beyond retail

Reckitt, France

January 2024 - June 2024

Assistant Brand Manager - Nurofen

- Performed weekly competitor benchmarking and sales analysis across the FRBNL market using **Nielsen, IQVIA, QLIK and PowerBI**, identifying market opportunities, contributing to a 3% increase in market share in Q1 for Nurofen
- Executed multi-channel **TV campaigns** across the FRBNL market, boosting **ROI by 10%** through targeted, data-driven strategies
- Liaised with regulatory, medical, and IT teams to launch Nurofen's France and Belgium websites, ensuring 100% compliance
- Crafted and executed **go-to-market strategy** for 2 new SKUs, targeting unmet consumer needs and strengthening brand reach

EDANA, Belgium

July 2023 - December 2023

Marketing and Communication Coordinator

- Spearheaded successful email & social media campaigns via **Mailchimp** and **Buffer**, resulting in a **35%** boost in click-through rates
- Ideated and designed graphics and short films using Adobe Suite (**Premiere Pro, After Effects, InDesign, Photoshop**)

DAMNGOOD, India

August 2021 - August 2022

Product Marketing Manager

- Identified emerging haircare trends and unmet consumer needs, partnering up with suppliers to launch 4 new SKUs
- Optimized Meta and Google Ads campaigns, tracking key KPIs such as hook rate and cost per click, boosting ROAS to 3.5x

CERTIFICATIONS

- Product Management: Product Strategy - LinkedIn (2025)
- Search Engine Optimisation (SEO) - HubSpot (2023)
- Digital Marketing - Google (2023)
- Inside LVMH - Creation & Branding, Retail & CX (2024)
- Ecommerce - LinkedIn (2023)
- Google Analytics (2023)

ADDITIONAL SKILLS

- Graphic Designing, Strategic Marketing, Social Media Management, CRM, Brand Marketing, Advertising, E-Commerce
- Proficient in Microsoft Office (Excel, PowerPoint, Word), Canva, SPSS, Adobe Creative Cloud, Figma, PowerBI, Salesforce Tableau
- **Languages - English (Native) - C2 (IELTS - 8.0), French (Intermediate) - B2, Hindi (Native) - C2**

LEADERSHIP & ACTIVITIES

- Collaborated with **L'Oréal Men Expert** to develop a smart grooming prototype using **Blender**, enhancing beard care solutions
- Devised brand strategy, packaging, and POSM displays for **P&G's brand 'La Recette'**, securing 2nd place out of 150+ teams
- Planned and executed 15 diverse events, including concerts, workshops, and music festivals as the **President** of the Music Society
- Facilitated partnerships with 3 local schools to expand music education access, increasing enrolment by **25%**
- Directed social media channels, and content creation for the Rotaract club as the **PR head**, maintaining an 8% engagement rate