RASHMI LAHOTI

DIGITAL MARKETING STRATEGIST & BRAND GROWTH LEADER | 12+ YEARS EXPERIENCE

Marketing Strategy | Brand Development | Multi-Channel Campaigns | Team Leadership

Ahmedabad, India | +91 7389014006 | rashmi_lahoti1990@hotmail.com | linkedin.com/in/rashmi-lahoti

WHAT I BRING

- **Revenue growth:** new verticals, service lines and retainer-led client acquisition (31 clients in one year, ~77% converted to recurring retainers).
- **Vertical and P&L ownership:** building, budgeting and running business verticals end to end.
- **Marketing that converts:** social media, paid, email, UGC and vertical series campaigns tied to visibility, footfall and sales.
- **AI-era visibility:** setting up ChatGPT Ads and making websites readable to AI assistants like ChatGPT, so brands show up where people now search.
- **Team building:** structuring, hiring and leading teams of 20+ across client and marketing delivery.

PROFESSIONAL SUMMARY

12+ years of experience building and growing start-ups across apparel, digital marketing and hospitality, with end-to-end ownership of marketing functions and business verticals. Experienced in developing strategy and turning limited resources into brand visibility, customer engagement and revenue opportunities.

Industries Served: HoReCa, FMCG, Aerospace, Generators, Events, Real Estate, eSports, Automobile, Logistics and Retail.

JOURNEY

Built a clothing label from scratch and ran it for 6 years until the 2020 lockdown, then joined Bluetick Consultants as one of its first hires and supported its growth from 8 to 120+ people (Project Manager to Chief Business Officer). Now leading marketing strategy as CMO of a hospitality brand.

TECH & TOOLS

Google Ads | Google Analytics | Meta Ads | LinkedIn Ads | ChatGPT Ads | Claude | Google Gemini | Gamma AI | Claude Code / Artifacts | Gemini LM | CustomGPT | Canva Meta Ads MCP | Instantly | Apollo | Sales Nav | SignalHire | Lusha | ContactOut

20+	31	~77%	90.8%	20+
Email campaigns	Clients acquired in 1 yr	Agency Retainer conversion	Cafe sales growth	Team size led

PROFESSIONAL EXPERIENCE

VP Marketing | Crimson Cup Cafe *2025 – Present*

Bootstrapped hospitality brand

- Own marketing, P&L, team structure and hiring end to end; source cost-effective vendors and coordinate resources and contribute revenue through gas shortages and ingredient price hikes (geopolitical situation).
- Led marketing through community partnerships, events and budget-conscious digital campaigns; contributed to 90.8% growth in monthly sales between September and March, nearly doubling sales over the period.
- Built brand recognition beyond the cafe: its lane is now popularly known as "Crimson Cup Road", making the brand a local reference point for directions.
- Built an organic WhatsApp community of about 500 members and partnerships for screenings, book readings and workshops, balancing event-led footfall with regular walk-ins.
- Run social media, reels, AI-generated posts, influencer outreach and personalized email marketing; developed online presence with an ad budget of about ₹20,000 per month across Meta/Instagram visibility and hiring ads.
- Involved in menu planning and overall customer experience decisions.

Chief Business Officer | Bluetick Consultants *Jan 2020 – Jul 2026*

Joined at a very early stage as one of its first hires and supported growth from 8 to 120+ people over six years. Progression: Project Manager, Vertical Head, then Chief Business Officer (2023).

- Directed marketing strategy, campaign concepts, content planning (monthly calendars, festive posts, reel scripts) and creative execution across social media, LinkedIn and email, including 30+ client email campaigns.
- Owned vertical P&L and budgets; built a BD vertical that brought in 31 clients in one year, with ~77% converted into recurring retainers (about 61% of contracted business value).
- Developed new service lines and coordinated outsourcing to extend capabilities and manage costs, growing agency revenue.
- Led teams of 20+ (in vertical) with 6 direct reports, managing task allocation, resources and cross-functional delivery.
- Managed 30+ client accounts, sustaining C-suite relationships and supporting retention, upselling and account expansion.
- Delivered 360 marketing consultancy and handled paid campaigns team across Meta, LinkedIn and Google Ads; planning ad creatives, including design briefs and copywriting.
- Garuda Aerospace: handled mainstream IPO launch planning and execution, alongside social media strategy, email marketing and documentary production oversight.
- Ecom Express (acquired by Delhivery): planned a storytelling campaign and reel-style TVC that reached 5M+ views in 3 days; oversaw production teams delivering documentaries, TVCs and product-launch videos.

Founder | Label Gauri *2014 – 2019*

- Built and operated an apparel label, owning product concepts, marketing, hiring, operations, sales and revenue management.
- Built Instagram and Facebook presence for online sales; managed exhibitions, customer relationships and order conversion. Closed operations during the 2020 lockdown.

CORE EXPERTISE

Social Media Strategy | Content & Campaign Planning | Meta/Instagram/Facebook Ads | LinkedIn Ads | Google Ads (Search, Display & YouTube) | ChatGPT Ads | AI Search Optimisation (website readability for ChatGPT and AI assistants) | Leading team for Lookalike & Geotargeting Ads | Email Marketing Execution | Brand Strategy | Agency Growth | Vertical Development | Budget & P&L Planning | Client Relationships | Team Leadership

EDUCATION & PROFESSIONAL DEVELOPMENT

- Executive Programme in Digital Marketing, IIM Jammu | 2021–2022
- Email Marketing Course, Alex Berman | 2023
- Marketing Course, NextMBA | 2023
- BBA, Devi Ahilya Vishwavidyalaya | 2008–2011
- Diploma in Fashion, Pearl Academy | 2011–2013
- Claude & ChatGPT, Coursiv | 2026