

# REEMA ROY

## Global Marketing Leader

Brand Strategy | Marketing Operations | Customer Engagement  
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### PROFESSIONAL SUMMARY

Senior marketing leader with 13+ years of experience driving brand strategy, digital transformation, and marketing operations across building materials, sanitaryware, flooring and industrial products **in India and international markets**. Proven track record of building scalable brands, marketing automation, and high-performance marketing systems. **Led marketing for Kajaria's ₹500 Cr (\$60M) premium bathware business and currently driving global marketing transformation, demand generation, and content operations across Europe, the Middle East, and APAC for a 125-year-old German engineering company**. Equally effective in B2B, B2C, and B2B2C environments - with deep expertise in channel ecosystems, architect and specifier communities, and multi-market campaign execution.

### SELECTED CAREER HIGHLIGHTS

- Led marketing across India, South Asia, and global markets spanning Europe, the Middle East, and APAC
- Managed marketing for a **₹500 Cr (~\$60M)** sanitaryware and bathware portfolio
- Delivered **22x ROAS** - ₹2L (\$2,350)/month Meta investment generated ₹45L (\$52.9K) in closed revenue and ~₹3 Cr (\$353K) in pipeline
- Generated **8,000+** leads through integrated digital campaigns across organic, paid, and events
- Achieved **354%** CAGR in YouTube growth over 3 years through industry-first installation video content
- Led CRM and marketing automation implementations across two organisations (Zoho CRM, Microsoft D365)

### CORE COMPETENCIES

Brand Strategy & Management • Marketing Operations & Automation (D365, Zoho CRM) • Digital Transformation • Integrated Campaign Management (ATL/BTL) • Demand Generation • Content Strategy & Operations • Multi-Market Campaign Execution • Media Planning & Buying • Channel & Trade Marketing • Architect & Specifier Ecosystem • Influencer Marketing • Agency & Vendor Management • Budgeting & ROI Optimisation • Event & Exhibition Marketing

### PROFESSIONAL EXPERIENCE

#### Global Content Marketing Lead | Reflex Group, Dubai, Mar 2026 – Present

Part of the global marketing team reporting to the Marketing Director. Embedded across Europe, Middle East, and APAC (China, Singapore) — driving brand presence, marketing systems, and content operations at a global scale.

- Owns the build-out of a scalable global marketing and content engine across 3+ continents — standardising operations while enabling market-specific adaptation for Europe, Middle East, and APAC.
- Took full ownership of marketing automation (Microsoft Dynamics 365) beyond the content remit — leading implementation and process integration to improve campaign execution, pipeline visibility, and marketing accountability.
- Actively supporting China market activation — developing localised brand presence and content strategy for one of Reflex's key APAC growth markets.
- Collaborating with German HQ marketing team to align brand positioning, product messaging, and campaign execution across all active markets.

#### Head – Marketing & Branding | Kajaria Bathware Pvt. Ltd., Delhi, Apr 2025 – Feb 2026

Heading the full marketing function for **Kerovit** — a ₹500 Cr (~\$60M) branded sanitaryware and bathware portfolio. Reported to the promoter, Mr Rishi Kajaria. Led a team of 6 and managed 10+ agency relationships simultaneously.

- Delivered 22x return on Meta ad spend: ₹2L/month budget generated ₹45L in closed revenue and ~₹3 Cr in qualified pipeline within 6 months of campaign launch (Sept 2025–Feb 2026).

- Orchestrated the full ATL and BTL launch of the Kerovit Kolkata, Mumbai, Jaipur and Chandigarh Experience Centre — OOH/billboards, radio, press conference, and influencer activations — building brand presence in a new market.
- Led digital transformation of the marketing function: implemented Zoho CRM for marketing automation and introduced Asana, Slack, and Zapier to systematise workflows and improve campaign traceability.
- Managed 10+ concurrent agency relationships across creative, events, photography, influencer marketing, programmatic advertising, print, loyalty programme management, and branded merchandise.
- Built and executed brand content strategy across digital and offline channels, ensuring consistent messaging across architect touchpoints, trade activations, and consumer-facing media.

**Manager – Digital Marketing & Marcom | Viega India Innovative Technologies Pvt. Ltd., Gurugram, May 2021 – Mar 2025**

*Led all India and South Asia marketing for Viega — a premium German building materials and plumbing systems brand — reporting directly to the Managing Director. Built the brand's digital presence and marketing function from near-zero.*

- Achieved 354% CAGR in YouTube growth (2021–2024) through a product installation video series that became an industry reference tool — watched by plumbers, dealers, and new joiners, and cited by competitors including Kantherm.
- Sustained 15.7% Instagram engagement rate and 9.2% LinkedIn engagement rate — highest in the competitive set, both domestic and international, across the measurement period.
- Generated 8,000+ leads through organic content, paid digital campaigns, webinars, and virtual exhibitions.
- Conceptualised and executed 'Goddess of Architecture' — an influencer initiative celebrating prominent women in architecture — driving strong organic reach and brand advocacy within the specifier community.
- Built India's first step-by-step product installation tutorial video series in the building materials category, setting a new content and brand communications standard for the industry.
- Developed and managed full digital strategy for India and South Asia — SEO, paid media, social, email, and content — in close alignment with Viega's German HQ marketing and brand standards.

**Marketing Manager | Forbo Flooring India Pvt. Ltd., Gurugram, Oct 2015 – Apr 2021**

*Sole marketer for Forbo Flooring India, owning the full marketing portfolio independently — brand, digital, events, sampling, and channel support — while coordinating with the global marketing team in the Netherlands.*

- Achieved 65–66% email open rate to a curated architect and specifier database of ~10,000 contacts — more than 3x the B2B industry benchmark — demonstrating precision targeting and content quality.
- Launched the Forbo Flooring India website in collaboration with the global team, achieving a Domain Authority score of 64.
- Executed targeted social media campaigns for Sri Lanka and Nepal markets, resulting in direct project wins including a university and an airport project.
- Represented Forbo at major trade exhibitions — Store Asia, Medica, IGBC, Acetech, co-working space expos — owning end-to-end logistics, on-ground presence, and post-event follow-through.
- Managed the architect sampling warehouse and dispatch operations — a critical specification touchpoint — while authoring trade magazine articles and a whitepaper on Cloud Computing SaaS for channel partners.

**Direct Marketing Representative | NEC Corporation, Delhi, Mar 2013 – Oct 2015**

*Early-career role in B2B direct marketing: email campaigns, inbound enquiry management, social media scheduling, and sales support.*

## EDUCATION

**MBA – Marketing** | Pondicherry University  
**B.Com** | VBS Purvanchal University

2016 – 2018  
 2006 – 2009

## LANGUAGES

English (Proficient) • Hindi (Native) • Bengali (Native)