

NIKHIL M L

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PROFILE

E-commerce & Marketplace Growth Leader with a track record of building brands from scratch in high-complexity international markets. Scaled 4 brands from ₹1Cr to ₹5Cr/month GMV in 16 months across Amazon, Noon, and offline retail in UAE — owning full P&L, supply chain, and a cross-functional team. Goes beyond running campaigns builds proprietary automation tools, API-integrated reporting systems, and data pipelines that eliminate manual work and create compounding operational leverage. Now bringing that zero-to-one playbook to India-market growth.

EXPERIENCE

Mensa Brands — E-commerce & Growth Specialist — UAE & KSA

Mar 2025 – Present

Brands: Majestic Pure, Botanic Hearth, Katchon, Villain | 2 direct reports

- **Revenue & P&L:** Grew combined Revenue from ₹1Cr to ₹5Cr/month across 4 brands in 16 months — maintaining double-digit contribution margins throughout; owned end-to-end P&L across Amazon.ae, Noon, Noon Mins, and Namshi.
- **Amazon.ae — #1 Market Position:** Ranked #1 brand across hair oils, body oils, massage oils, and essential oils; captured 40% category share through cross-category ad targeting and a co-funded 50/50 marketing partnership with Amazon — including logistics reimbursements that structurally lowered COGS.
- **Noon Mins Launch:** Led full onboarding of 95% of assortment onto Noon Mins; reached double-digit market share within 4 months — PO fulfilment sustained above 95% across India, USA, and China sourcing.
- **Offline Distribution:** Built UAE offline channel from zero — onboarded multiple distributors covering the majority of the 85% offline-dominated market; channel now generating active revenue across all 4 brands.
- **Supply Chain & Ops:** Managed full India → UAE pipeline: SKU selection, regulatory registration, demand planning, cataloguing, and marketplace go-live — with no external agency dependency.
- **Pricing & Catalogue Strategy:** Architected brand-level pricing across 4 marketplaces — balancing ASP, sell-through, and margin targets simultaneously; maintained catalogue hygiene (A+ content, keyword optimisation, image standards) that directly supported ranking dominance.

Publicis Groupe — Performance Marketing Executive

Jul – Dec 2023

6 months

- Managed ₹3Cr/month in Amazon Ads for Kimberly-Clark (Huggies) — one of the agency's largest FMCG mandates — improving ROAS from 2.5 to 2.8 while simultaneously scaling category and competitive share.
- **Automation:** Built end-to-end reporting infrastructure (Amazon Ads API + cloud + Power BI) and Python bulk-optimization sheets for campaign management — eliminating most of the manual reporting effort across the account.

SKILLS

Marketplaces & Ads: Amazon.ae/sa, Flipkart, Noon, Noon Mins, Namshi — SP/SB/SD/DSP, ranking, A+ content, account health

Growth & P&L: D2C brand building, zero-to-one launches, P&L ownership, contribution margin management, pricing & ASP negotiation, co-funding, COGS optimisation

Supply Chain & Ops: Demand planning, SKU rationalisation, multi-country sourcing (India, USA, China), regulatory registration, logistics & reimbursements

Analytics & Automation: Python, Apps Script, AWS workflows, Amazon Ads API, Power BI, Looker Studio, Advanced Excel

Tools & Platforms: Seller Central, Vendor Central, Noon Seller Lab, Helium 10, VS Code, Google Sheets, Advanced Excel

EDUCATION & UPSKILLING

Kraftshala — Marketing Launchpad • Digital Growth & Performance Marketing

Jan 2025

Bachelor of Engineering • CMRIT Bengaluru

2021