

Mrinalini Sharma

Professional Summary

Strategic marketing leader and creative entrepreneur with 12+ years of experience in sports, entertainment and brand storytelling. Proven ability to conceptualize and scale sports IPs, secure record-breaking sponsorships and broadcast deals and execute high-profile campaigns with global icons. Co-founder of multiple ventures in sports and entertainment with expertise in sponsorship acquisition, PR, on-ground events and content production.

Professional Experience

Co-Founder & CEO | Cranky Granny Productions Pvt. Ltd.

June 2022 – Present

- Spearheading branding, IP creation and sponsorship acquisition for marquee sports and entertainment properties.
 - Extended Marketing Arm for Tech Mahindra Global Chess League – Season 1 (2023) and Season 2 (2024):
 - Drove integrated marketing campaigns across digital and traditional media.
 - Led on-ground events and fan activations.
 - Managed sponsorships, hospitality, and broadcaster alliances.
 - Producing animation videos and audio content **for** USP (International Children's Channel).
 - Leading marketing and sponsorships for Cocomelon's India on-ground events.
 - Driving marketing and sponsorships for the IIM Nagpur Conclave.
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Co-Founder & CMO | Premier Handball League / Director, Bluesport Entertainment Pvt. Ltd.

2019 – 2022

- Co-founded India's first professional handball league.
- Directed brand sponsorships, media strategy and executed on-ground events.
- Led production of all advertising films and short-format content.

Chief Marketing Officer | Brave India

2018 – 2020

- Secured the largest broadcast deal in the history of Indian combat sports.
- Negotiated sponsorships and brand partnerships for Brave Combat Federation in India.
- Managed large-scale event activations and audience development.

Chief Marketing Officer | Kumite 1 League

2018

- Led sponsorships, hospitality, marketing, PR and pre and post event execution.
- Successfully organized Mike Tyson's maiden visit to India, including his interaction in Dharavi with the Dharavi kids.
- Managed press conferences, promotional campaigns

Managing Director | Infinite Expressions Pvt. Ltd.

2012 – 2018

- Founded and scaled a PR and marketing company handling diverse clients across films, F&B, music and lifestyle.
- Campaigns and associations included:
 - **Films & Studios:** Pooja Films, Green Gold Animation, The Hundred Foot Journey, La La Land, I Rock Films etc.
 - **Artists & Talent:** Saransh Goila, Aditi Singh Sharma, Meiyang Chang, Vijay Varma etc.
 - **Brands & Projects:** Monozygotic, British Embassy (Visit Britain App), Barking Deer, Imbiss etc.
 - **Legacy work:** Business arm for the late Satish Kaushik.
 - **Music Production:** Campaigns and music video productions for T-Series and Zee Music.

Chief Marketing Officer | Daas Dev (Film)

2017 – 2018

- Designed and executed the national marketing strategy for Sudhir Mishra's Daas Dev.

- Directed promotions, media partnerships and launch campaigns.
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Key Achievements

- Extended Marketing Arm for Tech Mahindra Global Chess League Season 1 & 2 (2023, 2024).
 - Brought Mike Tyson to India for Kumite 1 League and executed hospitality/PR at scale.
 - Secured the largest broadcast deal in Indian combat sports with Brave India.
 - Co-founded multiple IP's and Companies including Premier Handball League and Cranky Granny Productions.
 - Directed PR and marketing for leading global brands, films and artists through Infinite Expressions Pvt. Ltd.
 - Managed production of short-format content and music videos for T-Series and Zee Music.
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Skills

- Sponsorship Acquisition & Corporate Alliances
- Sports League Development & Event Management
- Broadcast Partnerships & Media Strategy
- PR, Branding & Celebrity Marketing
- Content & IP Creation (Movies, Sports, Shows, Music Videos)
- Creative Entrepreneurship