

Tanushree Sarkar · Marketing Manager

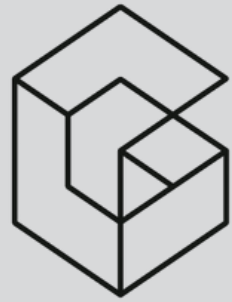


I'm Tanushree. I help global organizations, startups, and scale-ups launch, market, and grow their products by driving customer acquisition through effective segmentation, channel strategy, and strategic partnerships.

My focus is on building collaborative sales and marketing engines—creating the foundation for scalable, high-performing RevOps.

Currently building AI-powered marketing engines to maximize marketing ROI and deliver measurable results.

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With over 8 years of experience in IT services & B2B SaaS, I've consistently led brands to breakthrough success.

Today, I'm actively leveraging vibe coding, agentic AI workflows along with my attention to detail, while rapidly adapting my approach toward a future where creative minds work alongside powerful AI models to drive brand, product development, and better value for customers.

Whether you're launching a startup or scaling an established brand, I can combine proven growth strategies with next-generation tools to unlock your full potential.

Explore my portfolio below and let's connect.

Here's my email ID: heytanushree@gmail.com

**Channel Partnerships & Growth
Marketing Led Sales Pipeline**



GTM Launch | Enterprise Positioning

mixpanel  **SimilarWeb**



**Zero Trust Whitepaper launch &
2022 Global Threat Intelligence
Report**



**Positioning Wipro as a Digital
Transformation Leader in Europe**



Drupal 9 migration services | Moonraft Studio + Launch



Rebrand launch + Growth Campaigns



Demand generation for an international master's program at Berlin's largest Hochschule



Hochschule für Technik
und Wirtschaft Berlin

Acquired 50+ early adopters for Effilix - AI Powered Agile Transformation Software



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Tanushree brings with her strong blend of process and creativity. During her stint in my team, I have found her to be inquisitive, open to new ideas and deadline-oriented. She also has a penchant for digital marketing technology which makes her a good choice for teams looking to leverage digital as a differentiator.

Promit Sanyal, CMO - Moonraft Innovation Labs

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I've known Tanushree to possess a strong skill set in inbound content marketing and strategic product-centric approaches. Her potential to drive impactful campaigns through various channels, including webinars, blogs, and industry reports, is evident.

Tanushree's proficiency in managing diverse campaign elements, from emails to paid ads, showcases her analytical and creative strengths. Her organizational skills ensure timely project deliveries.

From what I've observed, Tanushree's approach to stakeholder coordination and team leadership fosters a positive work environment, indicating her potential as an effective leader.

**Himanshu Dhamija, Senior Business Analyst -
Altudo Consultancy**