Tanushree Sarkar

Growth Marketer

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Marketing Portfolio

IT Project Portfolio

Professional Summary

MSc IT Business & Digitalization candidate graduating in 2026 (HTW Berlin), MBA, B.Tech (NIT Jamshedpur), with 8+ years' experience launching digital products, leading multi-channel campaigns, and building marketing automation across EMEA, UK, APAC, and US. Specialist in growth marketing, campaign strategy, creative storytelling, and data-driven GTM execution. Entrepreneurial mindset with a proven record driving results for global brands and SaaS startups. Ready to scale impact and grow quickly as part of a dynamic, high-growth team.

Skills

- Website development, authoring & management (Wordpress, Wix, Contentful, Sitecore, Framer, Webflow)
- Growth Strategy & Campaign Execution (Google, LinkedIn, Instagram, Mailchimp)
- Analytics: KPI-setting, tracking, and reporting (MS Excel, Power BI, Tableau)
- Creative Storytelling, Content Marketing, Branding (Adobe Creative Cloud, Figma)
- Multi-Channel Marketing: Paid/Organic, Social, Events
- Marketing Automation & Tech Stack (Zapier, n8n, Salesforce, HubSpot, Workfront, Asana)
- Project Management & Roadmapping (Jira, Asana, Notion)
- Market Research & Localization (UK, EU, India, US) (Demandbase, Similarweb, Bombora)
- Cross-Functional Teamwork & Client Collaboration (Slack, Confluence, MS Teams)

Professional Experience

Student Assistant - Marketing
HTW Berlin
December 2024 – Current

- Led lifecycle marketing automations for Master's programs; launched CRM-integrated campaigns and performance dashboards
- Designed and implemented lead generation, email drip, LinkedIn outreach, GDPR data processes for student conversions
- Analyzed and reported campaign KPIs to optimize growth and funnel efficiency
- Collaborated with partner education portals for successful multi-market initiatives - webinars, online workshops, scholarship programs

Product Marketing Specialist
Effilix
July 2024 – September 2024

- Drove user signups by running targeted product demos and outreach, bringing in 50+ new early customers for launch.
- Turned market feedback into specific product changes, boosting user engagement and speeding up adoption.

Senior Marketing Manager
Aatmunn
January 2024 - May 2024

- Managed rebranding launch, migrated key content to new platforms, and coordinated campaign rollout across teams.
- Improved search and ad results by testing SEO, PPC, and funnel strategies, while automating data reports for faster optimization.
- Created sales presentations and success stories with R&D, helping to win new customers and build reference cases.

Marketing Manager
Altudo Consultancy
January 2023 - December 2023

- Owned GTM strategy for Asana, Miro, Mixpanel, and Similarweb partnerships, delivering co-branded campaigns and case studies.
- Influenced $5M+ pipeline through ABM campaigns and automation-driven lead generation.
- Coordinated webinars, industry events, and executive roundtables, ensuring consistent storytelling and engagement.

Marketing Advisor
NTT DATA
October 2021 - December 2022

- Produced 80+ digital assets—including case studies, landing pages, and sales decks—to drive customer engagement and support multiple product lines.
- Automated content updates and managed repositories to keep marketing collateral current for each campaign.
- Coordinated webinars and analyst partnerships to boost brand awareness and market positioning.

Professional Experience

Marketing Manager
Moonraft Innovation Labs
May 2020 - September 2021

- Managed CX portfolio launches (Drupal, CMS modernization - decoupled headless architecture), including campaign automation and reporting.
- Developed customer success stories and accessible design showcases, scaling adoption 3×.
- Produced a branded podcast series as part of talent and customer storytelling initiatives.

Presales Consultant
Wipro
June 2017 - April 2020

- Supported SAP GTM through RFPs, account intelligence, and reference case collateral.
- Managed digital transformation surveys (1,400+ C-suites), creating standardized reporting templates.
- Coordinated customer events (Berlin, Paris, Amsterdam) and built content for client reference programs.

Marketing Analytics Intern
Genpact
April 2016 - August 2016

- Built dashboards with R and SAS for customer journey mapping and segmentation.
- Documented analytics methods for repeatable use in customer-facing reports.

Education

Master of Science in Professional IT Business & Digitalization
HTW Berlin
October 2024 - September 2026

Focus: Cloud Computing, Data Science, IT Security, ERP Systems, IoT, Enterprise Architecture, Data Ethics & Governance
Projects:
- EU AI Act Readiness Checker – compliance assistant for AI startups.
- Smart Music Playlist – AWS serverless infrastructure for scalable streaming.
- AI-Powered Meeting Intelligence Tool – automated note-taking and action tracking.
- IoT Weather Station – real-time monitoring with MQTT protocol.
- LAMP Stack Security – end-to-end Linux server hardening & secure deployment.
- Enterprise Architecture Design – ERP-centric optimization for manufacturing workflows.
- NLP Project – evaluated AI-generated privacy policy summaries.
- OTT Recommendation Tool – ethical framework for hyper-personalized streaming.
- Sales Forecasting – predictive modeling & time series analysis for Walmart dataset.

Post Graduate Diploma in Management - Marketing
IMT Ghaziabad
2015-2017
Graduated: March 2017

Focus: Product Messaging, Marketing Analytics, Management of Information Systems, Entrepreneurship, Marketing Channel Management
Projects:
- Built dashboards with R and SAS for customer journey mapping and segmentation, enabling actionable insights.
- Documented analytics methods for repeatable use in customer-facing reports.
- Conducted a Marketing Channel Audit for PepsiCo, evaluating efficiency and growth opportunities.

Bachelor of Technology - Electrical & Electronics Engineering
NIT Jamshedpur
2009-2013
Graduated: May 2013

Completed a full-time B.Tech in Electrical & Electronics Engineering from NIT Jamshedpur with a strong academic foundation in digital electronics, power systems, and digital signal processing, sparking an interest in modern communication systems and industrial automation. Gained practical exposure through vocational training in advanced industrial automation using PLCs and an internship at NTPC Kahalgaon, focusing on power plant operations, energy optimisation, and control systems.

Project Highlights

- GTM for Asana, Miro, Mixpanel in India (2023)
- Rebrand Launch for Industrial IoT Leader (2024)
- Zero trust Security Services launch - NTT DATA, USA (2022)
- Moonraft employer branding - USA (2021)
- Design+Art+Technology Podcast host (Moonraft Innovation Labs)
- Geo expansion of Wipro's SAP managed services
- Web Accessibility Campaigns for WCAG2.0 adoption

Certifications

- AWS Certified Solutions Architect - Associate
- n8n Bootcamp (Product Space)
- IELTS Academic – English | CEFR Level: C1
- Marketing Analytics (Case Western Reserve)
- Advanced Google Analytics (Google Academy)
- Generative AI for Project Managers (PMI)
- Python Programming (OEV)
- Inbound Marketing (HubSpot)
- Digital Advertising Certified (Hubspot)

Extras

Portfolio: www.tanushreesarkar.co/work
Creative Momentum: www.tanushreesarkar.co/creative-momentum
Open to rotation, new challenges, and working with global teams in a fast-paced environment.

Languages

English (Fluent), German (B1), Hindi, Bengali