

Angira Mitra

Product Marketing Manager

Profile

Results-driven marketing professional with **over 7 years of experience** across **IT, Retail, Edtech & SaaS** industry. Proficient in **transforming businesses (B2B & B2C)** through **strategic relationship building, innovative ideas, and leveraging technology**. Recognized for **leadership excellence** in marketing, product management, and customer engagement. Skilled at navigating change, meeting stakeholder expectations, and fostering organizational success.

Education

MMS - Marketing, Jamnalal Bajaj Institute of Management Studies, Mumbai

July 2017 — April 2019

B. Tech - Electrical & Electronics Engineering, SRM University, Chennai

August 2009 — May 2013

Work Experience

Product Marketing Manager at Excelledia Ventures, Bengaluru

October 2022 — June 2024

Drove acquisition, managed P&L, led webinars, and enhanced engagement globally for B2B SaaS Enterprise Management System

- **Developed Client & Channel partners Acquisition Strategies**, generated 500+ leads with a **15% - 17% MQL to SQL conversion rate**.
- **Formulated and upheld** relevance of brand values, closely **monitored brand performance and competitive branding activities** for isorobot and have performed thorough research on other enterprise management tools
- **Single-handedly managed webinars and fireside chats** spanning across multiple locations, achieving an impressive **80% conversion rate** from registrations to actual attendees
- **Strategized and implemented** diverse customer engagement initiatives related to ERM, IS & BCM, ESG & Compliance in various countries (UK, UAE, Qatar, Saudi Arabia, East Africa), thereby **enhancing efficiency consumer insight management**
- **Successfully managed relationships with Channel Partners** (Saudi Arabia, Croatia, Indonesia), driving collaborative initiatives and achieving **17% of the generated revenue**
- **Conducted market research and with competitive intelligence** identified opportunities for product improvements and positioning.

Details

8807166249

angira.mitra10@gmail.com

LinkedIn

<https://www.linkedin.com/in/angira-mitra-18833ab9/>

Skills

GTM Strategy

Product Launch

Product Design Strategy

Account Management

Branding & Communication

Digital Marketing

Campaign Management

App Management

Communication Skills

Channel Partner Management

Vendor Management

Tools

CleverTap

Branch

Google Analytics

Google Adwords

LinkedIn Campaign Manager

Lusha

Mailchimp

LeadSquared

- **Collaborated** with cross-functional teams across geographies (UK, UAE, Qatar) and the channel partners to ensure consistency in **messaging and branding** across all marketing channels
- **Revamped and curated** marketing collaterals, emailers, use cases & LinkedIn messages to bolster support for the Sales team

Associate Product Marketing Manager at CareerLabs, Bengaluru

January 2022 — August 2022

Led research, market analysis, strategy, community building, user acquisition, and branding for a B2C Edtech Company

- **Performed Primary Research & Market Analysis** to bolster the vision for a dedicated platform for GMAT aspirants within the existing website, and planned a GTM strategy with the Sales Team
- **Built and managed** an engaging and self-propagating active community of more than **10K+ Engineering students**
- **Contributed to Branding Activities** for all the CareerLabs' Product Offerings in all the digital channels

CareerLabs Elev8 App

- **Spearheaded the User Acquisition** which has currently **50K+ Installs** & User Engagement activities to drive the App Metrics
- **Strategized Personalized User Experience** – Cohort users based on the behavioural or engagement level and deduce personalized communication like In-App Notifications
- **Formulated strategies to improve Customer Retention and increase CLTV** by focusing on Onboarding Processes, User Engagement Tactics & Customer Support Enhancements

Achievements:

- **Excellence Award** for holding the Core Value of EXCELLENCE at **managing a community of 10K+ students**
- **Spot Award** for launching Affiliate Campaign to acquire **7K+ Elev8 App Users within 5 months of the launch**
- **Spot Award** for launching CLSA Test & single-handedly managing the Coding Boot camp for Elev8 App

Manager - Planning & Development (New Initiatives) at CareerLabs

April 2021 — December 2021

- **Campus Ambassador Program** - Single-handedly led a Pilot of hiring and managing **30+ Campus Ambassadors** across T-2 colleges
- **Learning Space** - Accomplished Primary Research with **100+ profs.** & students for **Product Conceptualization to launch the pilot**

Key Account Manager at Jumbo Electronics, Dubai

July 2019 — December 2019

Enhanced pitch deck, LinkedIn page, managed key accounts, onboarded clients, generated leads, and managed event operations for a Retail brand

Certifications

- Advanced Digital Marketing - ForeVision
- Inbound Marketing - Hubspot Academy
- Google Ads Display
- Google Analytics & Advanced Google Analytics
- Artificial Intelligence AI Marketing to Grow Your Business – Udemy
- Advanced Product Marketing – LinkedIn
- Product Marketing: Competitive Intelligence – LinkedIn

- Revamped Pitch Deck, revived the LinkedIn Page, created relevant content thereby **increasing the overall web traffic by 35%**
- Key Account Manager: Managed JUMBO ENTERPRISE (10 clients) and DYSON (2 clients) and **170+ employees**
- Business Development Manager: Pursued strategic opportunities for JF and **on-boarded 4 clients**
- **Generated 100+ leads** through cold calls, meetups and performed various meetings with clients
- **Single-handedly managed** the operations for JF in **GITEX'19** and cultivated partnerships in **WETEX'19**

System Engineer at TATA Consultancy Services, Chennai

October 2013 — June 2017

- **Proposed** and implemented Process Improvement module that resulted in savings of **100,000 USD**
- **Mastered** the **Agile methodology** of work style and processes followed in it within the organization
- **Pitched** to improve batch performance by reducing run time resulted a revenue generation of **200K USD**
- **Generated** revenue of **75,000 USD** for TCS by suggesting the modernization of legacy codes for **200 modules**

Achievements:

- **On Spot Award** for **Single-handedly** presenting the video demonstrating efforts of release activity
- **On Spot Award** for the successful execution of the event- **Agile HOHO** (explains Agile methodology)
- **On Spot Award** for an effective presentation during **Innovation Hack-a-thon** among **250+ participants**
- **Presented** idea in **Innovation Hack-a-thon** among **250+ participants** across **India and North America**

▣ Position Held & Participation

- Elected in **Corporate Relations Committee** for Corporate Interfacing out of **120+ students in JBIMS**
- Selected as a **Creative Head** for the flagship B-School fest **Prayaag'18 in JBIMS**
- Elected in **Hospitality committee** for SRM technical fest **AARUUSH** & cultural fest **MILAN**
- **Campus finalist** for Mahindra War Room Season 11 - GO BIG GO BOLD out of 7 teams in JBIMS