

Sairus Bhattacharjee

Phone: (+91)- 8619264923
Email: sairusbhatt1@gmail.com
LinkedIn: [Sairus-b](#)

SUMMARY

Results-driven Product Marketing professional with 4+ years of experience in driving in go-to-market strategy, product positioning, funnel optimisation, and sales enablement.

PROFESSIONAL EXPERIENCE

TE CONNECTIVITY

Product Marketing Analyst II

Bengaluru - India

May 2025 - Present

- Owned go-to-market strategy and commercialization for a **\$6M** two-wheeler connector portfolio across India, Southeast Asia, and global markets.
- Drove **cross-functional product launches** with product, engineering, and channel teams, accelerating stock package adoption and contributing to **\$9M in quarterly channel revenue**.
- Developed customer segmentation, competitive positioning, and value propositions for OEM and Tier 1 automotive customers.
- Built a **GPT-powered content audit** workflow that identified **115+ product content issues** and reduced manual review time by **70% (4 hours → ~1.5 hours)**.
- Crafted persona-based messaging and sales narratives for procurement, engineering, quality, and business decision-makers across enterprise buying groups.
- Built **sales enablement assets**, including battle cards, product collateral, and launch materials and supported ABM programs through Demandbase.
- Presented go-to-market strategy, competitive positioning, and launch plans directly to leadership and regional sales teams, translating market and product data into actionable commercial recommendations.
- Optimized product discovery with digital and product teams, increasing average session duration by 20% and improving engagement with high-intent product pages.

SIMPLILEARN

Assistant Manager - Product Marketing

Bengaluru - India

Mar 2023 - May 2025

- Owned growth and activation strategy for SkillUp, increasing monthly active users by **30% (78K → 101K)** and signups by **56%** through segmentation, reactivation campaigns, and customer journey optimization.
- Developed positioning, messaging, and go-to-market strategies for 10+ product lines, creating launch assets, sales enablement collateral, and adoption campaigns.
- Scaled enrollments by **37% across 15+ product launches** by leading GTM planning and cross-functional execution with Product, Growth, and Sales teams.
- Synthesized campaign analytics, sales insights, and customer feedback to refine messaging, improve activation, and inform product priorities.
- Optimized lifecycle marketing across Email, WhatsApp, and SMS using WebEngage, A/B testing messaging and creative to achieve **25% average open rates and 4% CTOR**.

FLIPKART (SHOPSY)

Senior Content Writer

Bengaluru - India

Nov 2021 - Mar 2023

- Increased weekly active **sellers by 43%** through targeted retention campaigns, personalized messaging, and seller activation initiatives.
- Planned and executed multi-channel seller awareness campaigns, including Grand Shopsy Mela, while developing lifecycle email journeys and regional communication strategies.
- Grew organic traffic by **25% (340K → 425K monthly sessions)** through SEO strategy, content optimization, and collaboration with external agencies to improve on-site information architecture.

SKILLS

Go-to-Market Strategy • Product Launches • Product Positioning • Messaging • Customer Segmentation
Competitive Intelligence • Sales Enablement • Market Research • Voice of Customer • Lifecycle Marketing
Activation • Retention • Customer Journey Optimization • A/B Testing • SEO

EDUCATION

Advanced Growth Strategy (GrowthX - Certification)

Online

Mechanical Engineering (MVJ College Of Engineering - BLR)

Bengaluru - India

Graduated with a First Class with Distinction

2017-2021