

SAHELI BHATTACHARYA

Marketing & Growth Leader | 16+ Years Driving Revenue and User Growth in Indian Markets
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EXECUTIVE SUMMARY

Senior marketing and growth leader with 16+ years of building brands, acquiring users, and driving revenue across Indian technology, manufacturing, and infrastructure sectors. Currently head the marketing function at Eurosoft Tech, owning growth strategy, budgets, and a cross-functional team. Track record of translating market and competitive analysis into executable growth plans, partnering with product, sales, and business development to launch offerings that achieve market fit, and applying generative AI to deliver measurable gains in workflow efficiency, cost, and campaign performance. IIM Calcutta and MICA alumna with deep knowledge of the Indian consumer and B2B landscape.

CORE COMPETENCIES

Growth & Revenue Strategy • Market & Competitive Analysis • Cross-Functional Leadership • Team Building & Development • Brand Positioning & Reputation Management • Business Development & Partner Relationships • Performance Marketing (Google, Meta) • Product Marketing & Go-to-Market • CRM (Salesforce) • GA4, SEO/SEM, Marketing Automation • Responsible Generative AI Adoption

PROFESSIONAL EXPERIENCE

Head of Marketing | Eurosofttech Limited

Jan 2020 – Present

- Own marketing strategy and performance for the business, with direct accountability for lead generation, pipeline, and revenue contribution — delivered 40 % revenue growth and 37% growth in qualified leads/users over 3 years.
- Built and led a team of 6 across digital, content, and demand generation; established hiring, development, and performance frameworks that reduced attrition to 27%.
- Drive the company's growth strategy by synthesising market, competitive, and customer analyses into annual plans and executable quarterly initiatives, reviewed at the leadership level.
- Partner cross-functionally with Sales, Product, and Business Development to launch 10 new service/product offerings, contributing 25% in new revenue.
- Identified and cultivated commercial partnerships and channel relationships, generating 20% of the new business pipeline.
- Championed responsible adoption of generative AI across content, campaign ops, and analytics, with human-review workflows, to cut content production costs by 30% and campaign turnaround time by 15%.
- Manage an annual marketing budget of 10CR, optimising spend across performance marketing and events to achieve a 30% improvement in CAC.

Product Marketing Manager | Skipper Limited

Jan 2018 – Dec 2019

- Led go-to-market strategy and launch execution for over 200 product lines in a listed manufacturing company serving regulated infrastructure sectors.
- Partnered with product, sales, and regional teams to position offerings against competitors, supporting 36% growth in segment revenue.
- Conducted market sizing, pricing, and channel analysis to inform leadership decisions on market entry and expansion.

Senior Marketing Executive | Dalmia Cement

Oct 2014 – Dec 2017

- Executed regional brand and trade marketing programs across [states/territories], improving brand salience and dealer engagement scores by 20%.
- Managed distributor and influencer (dealer/mason/architect) relationship programs supporting 5 CR in regional sales.

Marketing Executive | Unitech Infrastructure

Jun 2009 – Sep 2014

- Delivered marketing campaigns and customer engagement programs for real estate/infrastructure projects, supporting sales of 100_ units.

EDUCATION

Post Graduate Certificate — Indian Institute of Management (IIM), Calcutta

Diploma — MICA (Mudra Institute of Communications), Ahmedabad

MBA — Heritage Business School

B.A. — University of Calcutta

CERTIFICATIONS

Digital Marketing • Google PPC • AI in Marketing