

TANVI KANDRU

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Growth Marketing Strategist | 6+ Years' Experience | B2B Campaigns & Healthcare Campaigns | GTM Strategy

EXPERIENCE

HEINEKEN USA (MBA Consulting Project)

Boston, USA

Loyalty Activation Strategy

Jan 24 - May 24

- Designed a gamified QR based loyalty campaign for Gen Z, increased digital engagement, and enabled capture of first party data for pilot testing.
- Created automated journey flows and KPI dashboards for regional pilots, improved user targeting, and supported scalable rollout planning.

WISSEN INFOTECH (IT Consulting & Enterprise Solutions)

Hyderabad, India

Digital Marketing Analyst – B2B Strategy & Partner campaigns focus

Nov 19 - Aug 23

- Planned integrated campaigns with partner and sales teams, improved messaging clarity, and increased lead quality by 20%, boosting conversions.
- Built onboarding workflows in HubSpot, optimized touchpoints by partner type, & increased engagement by 30%, improving early activation speed.
- Developed content and email workflows for technical partner enablement, mirroring HCP-style non-personal outreach models.
- Managed LinkedIn and Google Ads targeting niche B2B audiences, tested creative iterations, and lifted CTR by 15%, decreasing CPL.
- Created KPI dashboards using GA4 and Power BI, tracked CAC and regional metrics, and enabled reallocations that improved overall ROI.

MOKSHA & PHARMATEK (Paid Media & D2C Strategy)

Remote

Growth consultant (Moksha -D2C jewelry Brand & PharmaTek -Pharma)

Dec 20 – Aug 22

- Planned digital campaigns for launches and influencers, optimized creative strategy, & doubled ROAS in 3 months, increasing return on spend.
- Built SEO-driven landing pages and tailored content, aligned to high-intent keywords, and raised conversions by 27%, improving cost efficiency.
- Created automated CRM workflows for retention, adapted messaging to lifecycle stages, and boosted repeat engagement and LTV.
- Developed blog calendars and keyword reports via SEMrush, optimized pharma content for organic reach, and improved site traffic growth.
- Delivered monthly analytics reviews to founders, highlighted underperforming channels, and guided budget shifts that improved performance.

DIGITAL LYNC (EdTech & Professional Upskilling)

Hyderabad, India

Digital Marketing Technologist

Jun 16 – Oct 19

- Executed digital campaigns across learning and coworking brands, optimized ad targeting, and achieved lead goals while maintaining CPL.
- Created email workflows using Mailchimp and HubSpot, aligned messages to user intent, and raised enrollment conversion by 27%.
- Built SEO blog calendars and optimized landing pages, focused on top keywords via SEMrush, and increased traffic for flagship courses.
- Supported wellness and jewelry startups under agency model, set up CRM basics, and validated early growth with minimal budget.
- Collaborated with sales and instructors to draft lead content and FAQs, improved clarity, and enhanced conversion quality across channels.

ALTORISE (Creative & Strategy Agency)

Mumbai, India

Marketing & Strategy Intern

Mar 15 – Jun 15

- Researched audience segments and market gaps, supported early campaign ideation, and strengthened strategic pitch readiness.
- Drafted SEO blogs and rollout materials, assisted with brand wireframes and decks, and contributed to successful client launches.

EDUCATION

BABSON COLLEGE- MBA Major in Business Analytics & Machine Learning | 3.6 GPA

Boston, USA

Sep 23 – May 25

ICFAI BUSINESS SCHOOL - BBA, Bachelor of Business Administration | 3.7 GPA

Hyderabad, India

Jun 13 – Jun 16

PROJECTS & LEADERSHIP

Babson Acceleration Club – VP, Marketing - Led pitch nights, GTM workshops, and events to support founder engagement and innovation.

Social Awareness & Women Development Club - Designed digital campaigns to boost accessibility & inclusion engagement across campus.

SKILLS & TOOLS

- **Marketing & CRM Platforms:** HubSpot, Salesforce (Basic), GA4, Google Ads, Meta Ads Manager, SEMrush, Mailchimp, Brevo, Canva, WordPress, Notion, Trello, Figma, Microsoft Excel (Advanced), PowerPoint.
- **Core Skills:** Partner & Channel Marketing, Go-to-Market (GTM) Strategy, Co-Marketing Execution, CRM Automation, B2B Demand Generation, Pipeline Growth, Event & Outreach Marketing, Sales Enablement Collaboration, Cross-Functional Project Management
- **Data Analysis:** Power BI, Tableau, SQL - Basics