

Sayantika Sanyal

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Marketing & Content Strategy

Seasoned Content Marketing Manager with 12 years of experience across diverse industries, specializing in digital media strategies, content optimization, and cross-platform brand storytelling. Expert in leveraging graphic design principles to craft visually compelling narratives, ensuring brand consistency and engagement. I combine creative flair with data-driven insights to drive organic growth and maximize ROI. Highly motivated about curating impactful content that bridges the gap between brand vision and audience engagement.

WORK EXPERIENCE

Cyware Labs • Full-time • 04/2020 - Present

Sr. Content Marketing Specialist | Graphic Designer

- Impromptu Award - Recognized for exceptional performance and leadership qualities in the content marketing team at Cyware
- Increased website visits by 40% in 6 months through optimization of content marketing strategy and creative graphic design.
- Leading the production of daily, weekly, and monthly newsletters with a combined readership of 40,000+ in the cybersecurity space.
- Streamlined global collaboration efforts between HR and design teams spanning multiple time zones; executed graphic design projects for collaterals resulting in a 30% increase in user engagement.
- Achieved a threefold increase in LinkedIn growth over 12 months, enhancing brand visibility and engagement.

Payatu • Full-time • 04/2019 - 01/2020

Sr. Content Developer

- Led the content and design team for Nullcon - Asia's largest international security conference.
- Directed field marketing initiatives for over 10 events, driving brand engagement and recognition during my time with the firm.

WiseGuyReports (WGR) • pune • 03/2018 - 03/2019

Senior Content Editor

- Led teams across several domains, including but not limited to healthcare, automotive, and financial services.
- Successfully trained a team of market research writers, elevating the quality and precision of industry reports and insights.

Wallflower Words • Full-time • 11/2011 – 04/2018

Founder

- Founded and steered Wallflower Words, a digital marketing consultancy from 2011–2018, serving over 100 clients across five continents.
- Managed a diverse team of 25 professionals, each specializing in distinct domains, to drive cohesive business operations.
- Accelerated business growth, increasing revenue from inception to USD 5.7 million.

MARKETS AND MARKETS LIMITED • Magarpatta City, Hadapsar, Pune • 04/2017 – 07/2017

Business Editor

EDUCATION

Master of Business Administration – MBA in International Marketing

Symbiosis Institute of Management Studies • 11/2022 – 01/2024

Master of Arts (M.A.) in English Language and Literature/Letters

Indira Gandhi National Open University • 06/2016 – 04/2018

B.Tech in Jute and Fiber Technology

University of Calcutta • 07/2011 – 06/2015

CERTIFICATIONS

Advanced Cognitive Psychology

PUBLICATIONS

https://www.academia.edu/30987552/BOOK_REVIEW_THE_REASON_I_JUMP

Academia

<https://www.academia.edu/30987536/>

MAGNETIC_RESONANCE_IMAGING_IN_DIAGNOSING_PROSTATE_CANCER

Academia

https://www.academia.edu/30976202/GV2265_docx

Academia

SKILLS

Adobe Creative Suite, B2B SaaS, Business-to-Business (B2B), Email Marketing, graphic designing, Hubspot, Leadership, Mailchimp, Management, Market Analysis, marketing, Marketing Strategy, Microsoft Office, Organization Skills, Product Marketing, Product Service, project management, Project Management, SEO, writing