

Sayantika Sanyal

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<https://lunaatwork.journoportfolio.com/>

Product Marketing Manager

WORK EXPERIENCE

Cyware • 04/2020 - Present

Product Marketing Manager (June 2023 - Present)

- Architected and launched a centralized sales enablement site from the ground up, equipping GTM and field teams with competitive intelligence, battlecards, and positioning frameworks.
- Led end-to-end GTM planning and product launch execution, coordinating cross-functional alignment across product, sales, and marketing teams.
- Developed and executed social media strategy and content marketing programs, managing platform presence, editorial calendars, and campaign messaging aligned to pipeline goals.
- Conceptualized and drove implementation of an AI-driven alert feed to increase customer engagement and product adoption on Cyware Collaborate, a threat intelligence sharing and security collaboration platform.
- Led competitive intelligence programs including landscape analysis, win-loss insights, battlecards, and positioning frameworks to support GTM strategy and sales effectiveness.
- Managed a multidisciplinary content team responsible for content strategy, creation, and editorial quality across B2B SaaS cybersecurity products.
- Developed product marketing collateral including datasheets, white papers, case studies, and presentations, and led responses to industry analyst questionnaires and reports.

Creative Marketing Manager (Oct 2021 - May 2023)

- **Impromptu Award** - Recognized for ownership of new initiatives, consistent delivery of internal communications, and proactive stakeholder alignment.
- Developed and executed Cyware Social strategy to boost brand awareness and foster community engagement. Increased website visits by 40% in 6 months through optimization of content marketing strategy and creative graphic design.
- Boosted user engagement by 30% through the execution of graphic design projects for collaterals, driving increased brand visibility and customer interaction.
- Led two successful website revamps, refining product messaging and elevating market positioning.

Senior Content Marketer (Apr 2020 - Sept 2021)

- Ghostwrote for CXOs, including crafting press releases, quotes, and guest articles for key announcements.
- Coordinated PR efforts for India region.
- Managed website content and executed email campaigns via CMS platforms.

Payatu · 04/2019 - 01/2020

Digital Marketing Specialist · Full-time

- Led the content and design team for Nullcon 2019 - Asia's largest international security conference with 3,000+ attendees.
- Led digital marketing efforts for Payatu's key offerings, including EXPLIoT and hardware.io, enhancing brand visibility and engagement in the cybersecurity space.
- Directed field marketing initiatives for over 10 events, driving brand engagement and recognition during my time with the firm.
- Developed and optimized the entire website content for Payatu, ensuring clear messaging, SEO alignment, and user engagement to elevate the company's online presence.
- Boosted open rates of customer email newsletters by 25% through crafting and optimizing content, resulting in increased engagement and click-through rates.

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 50+ market research writers for multiple teams, elevating the quality and precision of industry reports and insights.

Wallflower Words · 11/2011 - 04/2018

Founder · Full-time

- Founded and steered Wallflower Words, a digital marketing consultancy from 2011-2018, serving over 100 clients across five continents.
- Hired and 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

- Senior editor for Aerospace & Defense industry vertical.

EDUCATION

Master of Business Administration - MBA in International Marketing

Symbiosis Institute of Management Studies • 12/2022 - 08/2025

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

SKILLS

- Adobe Creative Suite
- B2B SaaS
- Campaign Management
- Corporate Communications
- CRM
- Digital Marketing
- Email Marketing
- Google Analytics
- graphic designing
- GTM
- Market Analysis
- Marketing Automation
- Marketing Communications
- Marketing Strategy
- Product Launch
- Product Marketing
- Product Release
- Research
- SEO