



Anusha Batra

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Summary

Marketing professional with Sociology background & experience in content strategy, communications & visual storytelling for fintech/edtech startups. Skilled in turning consumer insights into impactful campaigns & leading cross-functional creative teams.

Professional Experience

Manager- Brand Marketing | ZET (Previously OneCode) | Bengaluru

App-based financial marketplace targeting Tier 2 India, formerly OneCode

- **Led 10-member creative team** of writers & designers to deliver user-centric UX content & cohesive brand communications
- **Designed relaunch strategy** for SBM ZET Credit Card using customer insights to position it around credit access and responsible usage, driving **43% MoM growth in disbursals**
- Drove a **15% increase in new users and 30% improvement in retention** by launching hyperlocal campaigns in high-conversion geographies (e.g. Hyderabad, Bengaluru)
- **Spearheaded rebranding of OneCode to ZET** (Zindagi Set); coordinating with stakeholders, including investor Sequoia Capital, to execute the rollout across 30+ touchpoints
- Led **communication strategy** for transitioning SBM ZET Credit Card to the RuPay network, repositioning it around UPI-linked benefits to enhance relevance for everyday customer use
- Co-produced ZET's brand film featuring real agent stories; launched "Beat the Odds" impact branding series to strengthen emotional connect with audience
- Grew **LinkedIn following 6x (8K → 50K) organically in 6 months** by launching "Life at ZET" employer branding campaign
- Led sentiment analysis with analytics team, crafting high-engagement content themes improving trust and audience alignment

Content Lead | ZET (Previously OneCode) | Bengaluru

- Led omni-channel **content strategy** for all marketing campaigns, driving consistent user engagement & improving conversion
- **Drove GTM strategy** for features- referral & loyalty programs, and in-app marketplace - translating user insights into creative narratives that improved feature adoption
- **Increased open rates from 12% → 22% and CTR from 2% → 6%** by leveraging CRM analytics, A/B testing subject lines, creative formats, and optimizing send times
- **Reduced CAC by 50%** with performance marketing initiatives, by improving creative assets and CRM nurture journeys
- Built creative operations SOPs across 10+ teams using Trello, Jira, Figma, Sheets - streamlining briefing and approvals
- Founded the **monthly MarCom Council** to gather leadership feedback - elevating campaign quality & inter-team alignment

Associate Manager – Growth (Content) | Unacademy | Bengaluru

Edtech platform connecting job seekers with top companies through skill-based Relevel Test and Courses.

- **Built the content function** ground up—hired the first writer and scaled to a 5-member team supporting test sign-ups, course enrolments, and lead nurturing
- Defined a funnel-aligned content strategy with structured content pillars mapped to user journeys, **driving a 25% open rate, 2x CTR**, and stronger conversions
- **Led cross-channel CRM campaigns** (email, WhatsApp, push, SMS), supported by continuous A/B testing of subject lines, formats, and CTAs
- **Spearheaded multiple brand-building initiatives**, including Humans of Relevel, an OOH impact branding campaign featuring 100+ success stories; bringing in 3.5 lakh+ users
- **Improved lead quality & re-engagement** through targeted content, improving conversion for high-ticket courses

Community Manager | Dalham Learning | Bengaluru

E-learning platform offering courses in Liberal Studies and 21st Century Skills to higher education institutions.

- Played a foundational role in **shaping Dalham's digital voice**, positioning the brand as a thought leader in modern skills education during the post-COVID digital transition
- **Conceptualized and led Dalham Talks, a podcast series** featuring industry leaders in 21st-century skills (e.g., Manmohan Kalsy, Avijit Dutt, Shubho Sengupta) to bridge theory with workplace relevance
- Created and ran the Brightside campaign, a nation-building social series on Indian state cultures - **tripled Instagram followers** by improving relatability and social engagement
- Built a 50+ article blog repository simplifying liberal arts concepts like sociological imagination and design thinking for engineers - **doubled website traffic** in under 6 months
- Achieved **rapid inter-organizational promotion**, advancing from Academic Associate to Community Manager for leading initiatives that boosted program visibility and engagement

Academic Associate | Dalham Learning | Bengaluru

- Co-developed courses in Design Thinking, Critical Thinking & Creative Writing; adapting modules for online delivery
- Onboarded faculty, reviewed content, & ensured alignment of learning outcomes aligned with National Education Policy 2020
- Organised workshops with Karnataka Skill Development Authority to promote liberal studies across state engineering colleges

Education

M.Phil. Sociology – *Indra Gandhi National Open University (Regular mode)* | Delhi

M.A. Sociology – *Jawaharlal Nehru University* | Delhi

B.Com.(Hons.) – *Lady Shri Ram College, Delhi University* | Delhi

Accomplishments & Awards

- Awarded **Most Valuable Player** at ZET, recognized among top 1% performers for cross-functional execution, team building, and impact-driven marketing leadership
- Promoted to **Manager - Brand Marketing**, ZET, transitioned from content focus to leading holistic brand strategy, communications, and team leadership
- Fast-tracked to **Associate Manager - Growth** at Unacademy within 5 months, promoted from Senior Content Writer for building a scalable, data-informed content system that accelerated user acquisition and revenue growth
- Published research article, '**COVID-19 & Challenges to Rights of Migrant Workers**' in the *International Journal of Marginalised Affairs* (2021)
- Published research paper, '**Sports for Human Rights & Development of the Marginalised**' in the *International Journal of Indigenous & Marginalised Affairs* (2018)
- Adjudged best speaker in the International E-conference organized by Centre for Criminal Justice Reforms, Gurugram (2020)
- Awarded **UGC Junior Research Fellowship (JRF) in Sociology**, prestigious national fellowship for research excellence, conferred by the Government of India

Extra-Curriculars

- **Speaker Cell Head at Niche**, the Marketing Club of IIM Ahmedabad, curating speaker sessions with industry leaders
- **Published author in academic journals & digital platforms**- Youth Ki Awaz, Doing Sociology Blog, and own blog- Musings
- **Student Correspondent**- Times of India's News in Education program; under Nikhat Kazmi, National Editor
- **Marathon running enthusiast** — completed the Wipro Bangalore Half Marathon in 2023 and 2024