



Anusha Batra

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Summary

Marketing professional with 4+ years of experience in fintech and edtech startups, driving brand visibility and business growth. Skilled in building go-to-market strategies, CRM-driven engagement, and multi-channel campaigns that scale user adoption and revenue. Proven ability to lead cross-functional teams and translate consumer insights into brand initiatives that enhance retention.

Professional Experience

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

Fintech platform improving credit access for underserved India; 10L+ users, 60+ partner institutions.

- **Developed & optimised the go-to-market & lifecycle strategy** for credit card relaunch using behavioural segmentation and refined positioning, driving 43% MoM growth in disbursals.
- Led execution of **cross-sell, loyalty, and referral initiatives** across digital touchpoints, **driving ~25% active user adoption** in 3 months and strengthening repeat transactions.
- Leveraged **campaign analytics and experimentation** across email, app, and WhatsApp to refine lifecycle journeys, driving higher engagement (open rate 12%→22%, CTR 2%→6%) and reducing churn by ~25%.
- **Managed 10-member team** (writers, designers, video editors) to execute multi-channel brand, product, and CX campaigns.
- **Led company rebrand** from OneCode to ZET, aligning cross-functional leaders & investors, ensuring unified change adoption.
- Collaborated with leadership to **secure 7+ B2B activations** (Swiggy, Zomato); delivering 15% growth in engagement and revenue via cross-channel monetization & retention campaigns.
- Led ZET Credit Card's migration to the RuPay network, **driving 2x adoption among 50K+ customers** via **targeted communication** of UPI-linked benefits.

Associate Manager – Growth (Content) | Unacademy | Bengaluru

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

- **Spearheaded content and CRM-led acquisition funnel** for a new vertical; doubled user acquisition through personalized, data-led lifecycle campaigns.
- **Mapped user journeys and conducted segmented A/B tests** across funnel stages, **achieving 25% open rates, 2x CTR**, and strong reactivation among dormant users.
- Aligned **product, creative, and marketing teams** to deliver unified brand positioning for Humans of Relevel campaign; enabled OOH rollout that added **3.5L+ new users**.
- Ran **cross-channel growth experiments** to refine targeting and improve **lead quality and engagement** for high-ticket courses.
- **Analyzed performance metrics** using WebEngage, Google Analytics to optimize campaign performance & retention journeys.

Community Manager | Dalham Learning | Bengaluru

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

- Conceptualized & **hosted Dalham Talks podcast** with industry leaders, building brand authority in 21st-century skills.
- Built social media content pipeline to drive awareness and engagement; **grew Instagram community 3x & website traffic 2x**.
- Authored 50+ articles simplifying liberal arts for STEM students, creating reusable content assets that boosted engagement.

Education

MBA (PGPX) – Indian Institute of Management, Ahmedabad | India

- *Live Project: Consumer behaviour & pricing strategy for Outlook Publishing Ltd.*
- *Research: Crisis communication strategy of Tata Group post Air India AI-171 crash*

M.Phil. Sociology – Indira Gandhi National Open University (Full-time) | 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** (top 1% FTEs) for cross-functional execution, team building, and leadership.
- **Research articles**, 'COVID-19 & Challenges to Rights of Migrant Workers' and 'Sports for Human Rights & Development of the Marginalised' published in the **International Journal of Indigenous & Marginalised Affairs**.
- **Awarded UGC Junior Research Fellowship in Sociology** (top 1.5% nationwide), securing govt. funding for doctoral research.

Extra-curricular Activities

- **Editor, The Red Brick Chronicles** - Selected (1/150+) candidates to lead the editorial team for IIMA's campus newspaper; published 4 editions and improved website visits by 2.4x in 6 months.
- **Speaker Cell Head, Niche**, the Marketing Club: Selected 2/150+ to lead events & outreach initiatives for all cohorts at IIMA.
- **Project Head, Nai Disha Tamana**: Led 15 volunteers managing weekly programs for improving learning among autistic kids.
- **Endurance Runner**: Completed two consecutive Half Marathons (21.1 km) in Bengaluru (2023, 2024).