

ANINDITA DEBBARMA

Growth & Business Strategy | Business Operations | Strategic Initiatives

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SUMMARY

Growth and business strategy professional with ~3 years of experience in startup environments, working across growth strategy, business operations, user acquisition, partnerships, program execution and cross-functional initiatives. Experienced in taking initiatives from identifying opportunities and planning through execution, optimization and measurement. At Agnirva, owned multiple growth and business initiatives that contributed to scaling user sign-ups from 100 to 100,000, while working across institutional outreach, community growth, product programs, website operations and automation. Comfortable working in ambiguous environments, managing multiple priorities and driving initiatives end-to-end.

CORE SKILLS

Business & Strategy: Business Strategy • Strategic Initiatives • Market Research & Analysis • Go-to-Market Strategy • Growth Strategy • Business Operations • Problem Solving

Execution & Operations: Cross-functional Execution • Project Ownership • Process Improvement • Program Management • Stakeholder Coordination • Data-driven Decision Making

Growth & Partnerships: User Acquisition • Partnerships & Institutional Outreach • Community Growth • Retention • Campaign Strategy • B2B Outreach • Customer/User Engagement

Digital & Analytics: Product Analytics • Funnel Optimization • A/B Testing • Google Analytics • UTM Tracking • Automation • AI Tools & Prompt Engineering

PROFESSIONAL EXPERIENCE

AGNIRVA.COM | Product Marketing & Growth | Feb 2024 – 2026

- Owned end-to-end growth initiatives across user acquisition, institutional outreach, community building, product programs and digital operations, contributing to growth in user sign-ups from 100 to 100,000.
- Developed and executed college outreach and institutional engagement initiatives across Tier 1, Tier 2 and Tier 3 colleges to expand reach and drive user acquisition.
- Built and managed a Campus Ambassador Program, defining the outreach approach, participant engagement and execution process to strengthen student acquisition and community presence.
- Identified student needs through surveys and user insights, translating findings into new product initiatives including a Quick Certification Program that generated strong early adoption.
- Led cross-functional execution for the Wix-to-WordPress platform migration, coordinating with design and engineering teams to improve website structure, user experience and scalability.
- Managed email marketing, targeted outreach and campaign operations, using performance insights to continuously refine messaging, targeting and conversion.
- Automated repetitive operational workflows using Google Apps Script and Python, including database processing and email extraction, improving turnaround time and reducing manual effort.
- Worked across content, product, growth and operations to take initiatives from idea → planning → execution → measurement → optimization.

SLICK APP | Growth & Strategy Associate | Jan 2023 – Jan 2024

- Planned and executed student acquisition and engagement initiatives across campus communities, digital channels and targeted outreach.
- Developed SMS campaigns and user engagement strategies focused on retention, reactivation and increasing product usage.
- Conducted Instagram data research and built Python-based automation scripts for targeted outreach and campaign execution.
- Coordinated campus-focused initiatives to increase product visibility and engagement across college networks.
- Managed social content and product communication, supporting product rollouts and community growth.
- Worked across growth, content and outreach activities in a fast-paced startup environment, taking ownership of execution with limited resources.

SELECTED BUSINESS & STRATEGIC INITIATIVES

User Growth & Acquisition — Built and executed multi-channel acquisition initiatives combining targeted outreach, email marketing, campus programs and community-led growth.

Institutional Outreach & Partnerships — Developed college-specific outreach strategies and communication for institutional engagement across different college segments.

Campus Ambassador Program — Designed and executed a scalable student ambassador initiative covering participant outreach, engagement and activation.

Product & Program Launches — Used user feedback and survey insights to identify opportunities and launch new initiatives, including certification-focused programs.

Operations & Automation — Identified repetitive processes and built automation using Python and Google Apps Script to improve operational efficiency.

Website & Product Operations — Led the business-side execution of a website migration from Wix to WordPress while coordinating with design and engineering stakeholders.

TOOLS

Google Analytics • Google Ads • WordPress • Wix • Python • Google Apps Script • Advanced Excel • Canva • Figma • AI Tools

EDUCATION

B.Tech, Electrical Engineering — Guru Nanak Institute of Technology, Kolkata | 2019 – 2022

Diploma, Electrical Engineering — Tripura Institute of Technology, Agartala | 2016 – 2019

CERTIFICATIONS

- Product Management Program — GrowthSchool 
- Python for Data Science & AI — Coursera 
- AI for Marketing — LinkedIn Learning 