

# KANUPRIYA CHHABRA

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## EDUCATION

**BITS School of Management, Mumbai** **CGPA : 3.41/4**  
MBA (Marketing & Consumer Insights, Ecommerce & Digital Leadership) Jun 2024 – Mar 2026

**Delhi College of Arts & Commerce, University of Delhi** **CGPA : 7.16/10**  
Bachelor of Commerce Jun 2016 – Mar 2019

## WORK EXPERIENCE

**Hindustan Times Media - OTTplay** **Apr 2025 – Jun 2025**  
Growth & Partnerships Intern

- Recognised by the VP for saving **~40 hours** weekly in decision time by deploying **BI dashboards** for 10+ partners
- **Reduced churn by 3%** by identifying key drivers through user interviews and analysis of 1,000+ reviews across platforms
- Unlocked **20% lift** in trial-to-subscription conversions through **competitor benchmarking** against 4 OTT platforms
- Generated **~INR 9L** in revenue by onboarding 3 brand partners and **acquiring 800+ users** via reward-based activations

**BugBase (B2B SaaS)** **Jun 2023 – Mar 2024**  
Vice President, Marketing

- Won **'Best Initiative Award'** of the quarter for launching the **flagship podcast** and driving 10 enterprise client closures
- Featured as **3rd runner-up on Product Hunt**; led strategy-to-execution to acquire 800+ sign-ups in a single day
- Drove **15+ enterprise conversions** in India via multi-touch **Account-Based Marketing** across digital & offline channels
- Secured the first 5 international clients (~\$25K ARR) by driving **GTM execution** for the US and UAE markets
- Generated 200K+ views across social platforms; increased founder's LinkedIn following by **~220% to 9K followers**
- Directed a **team of 5**; delivered 80+ video assets & **50+ sales enablement** collaterals through cross-functional collaboration

**CustomerGlu (B2B SaaS)** **Jun 2022 – May 2023**  
Growth & Marketing Lead

- Awarded **'Best Employee of the Year'** and received fast-track promotion and appraisal in under one year
- Increased **sales conversion by 15%** by executing **Account-Based Marketing** in close collaboration with the sales team
- Produced **50+ demo and infotainment videos**, generating over **130K views** across social and distribution platforms
- Built an SEO-optimised lead generation pipeline, increasing product **demo sign-ups by 30%** and improving lead quality
- Increased demo **sign-ups by 20%** via community-led podcasts & product teardowns focused on buyer education
- Managed a **7-member team** to launch 50 landing pages in 45 days and managed a **\$10K monthly budget**

**KPMG India** **Jul 2019 – Dec 2021**  
Assurance Analyst

- Ranked in the top **1% of 200+ employees** consecutively and recognised by the Partner for exceptional client service
- Designed onboarding modules and training walkthroughs for **50+ analysts**; improved resource **utilisation by ~20%**
- Drove market research initiatives for **30+ KPMG partners** to inform client onboarding and renewal decisions
- Conducted statutory audits and limited reviews for a **Fortune 500 client** (\$25B revenue) and **100+ ad-hoc clients**

## PROJECTS

### Culture Circle

Branding & Strategy

- Built pre-Shark Tank momentum with **~300% follower growth** (45K → 180K) through influencer partnerships
- Scaled platform supply by **5,200+ sellers (+40%)** via structured seller segmentation and onboarding
- Reduced **drop-offs by 15%** through authentication-first messaging based on 200+ buyer journeys

## SKILLS & TOOLS

**Tools:** HubSpot, Mailmodo, Hotjar, Google Ads, LinkedIn Ads, MS PowerPoint, Power BI, MS Office, Semrush

**Skills:** Growth Strategy, ABM, Stakeholder Management, Partnerships, Market Research, GTM Strategy, Data Analysis, Reporting & Dashboards, SEO, Content Strategy

## LEADERSHIP & EXTRACURRICULAR

- **Project Head, Enactus: 16/120 teams** to qualify for Enactus Nationals, managed a budget of ₹150K & led a **team of 25+**
- **Coordinator, Care2Life:** Enabled income for **15+ women** and coordinated health checkups for **600+ beneficiaries**
- **Coordinator, Entrepreneurship Club (BITSOM):** Organised Ignite 2024 startup fest with **60+ VCs** and **1,000+ ventures**
- **CSR & COVID Relief:** Managed initiatives impacting **250+ under-resourced children** & **100+ families** during COVID-19