

TANVI SHARMA

Marketing Associate (APAC & EMEA)

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SUMMARY

Marketing professional known for turning complex marketing initiatives into clear, executable plans that drive alignment and delivery across teams. Supporting field marketing, integrated campaigns, content development, and marketing operations across APAC and EMEA. Experienced in researching industry opportunities, building planning frameworks, creating marketing content, and developing reporting that helps teams stay aligned and execute effectively across regions.

EXPERIENCE

PubMatic – Marketing Coordinator (APAC & EMEA)

March 2025 – July 2026

- Led end-to-end execution of 30+ events across SEA, India, ANZ, UK, and GCK, including 5+ flagship programs, managing venue sourcing, vendor coordination, branding, and on-site delivery
 - Researched and evaluated sponsorship, speaking, and industry event opportunities; built and maintained event opportunity trackers and master planning sheets to inform quarterly marketing calendars
 - Created internal marketing presentations and stakeholder updates to communicate campaign performance, event outcomes, and regional priorities
 - Produced marketing content including blogs, case studies, one-pagers, and newsletters; managed WordPress publishing and website content updates to maintain consistent regional messaging
 - Executed multi-channel campaigns across email, social, and paid media; built UTM structures, Salesforce dashboards, and speaker directories to support campaign tracking and resource management
 - Drove cross-functional coordination across sales, PR, content, design, and finance teams to ensure seamless execution and consistent market presence across 10+ markets
 - Produced quarterly PR analysis reports and post-event survey frameworks to measure marketing impact, identify trends, and guide regional messaging strategy
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PREVIOUS EXPERIENCE

Jindal Poly Films – Management Trainee

Aug 2023 – Aug 2024

- Built monthly and quarterly KPI dashboards for leadership, enabling faster decision-making and identification of regional revenue opportunities
- Supported cross-functional coordination across marketing, sales, and operations, building early experience in aligning multiple stakeholders and workflows
- Managed backend sales operations, including order processing, SAP tracking, and inventory coordination, strengthening operational accuracy and process understanding
- Contributed to marketing initiatives, including LinkedIn and digital campaigns, supporting brand visibility and early campaign execution exposure

Mercer India – Analyst Intern

Jul 2022 – Dec 2022

- UK & Ireland Wealth (Retirement & Investment)
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KEY HIGHLIGHTS

- Supported execution of 30+ multi-market events, including 5+ flagship programs, across APAC & EMEA
 - Built post-event survey and reporting frameworks to track performance and improve event impact visibility
 - Created centralised tracking systems and dashboards to align marketing execution with Salesforce reporting
 - Produced quarterly PR analysis reports to identify trends and guide regional messaging strategies
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SKILLS

Tools: Salesforce, Asana, Brex, Canva, Splash, Google Analytics, Pardot, WordPress, Highspot, MS Office
Core Strengths: Field Marketing, Content Creation, Campaign Execution, Marketing Operations, Stakeholder Coordination, Data Analysis & Reporting, Cross-Functional Collaboration

EDUCATION

MBA – Marketing & IR | Shoolini University
B.Sc. Biotechnology | University of Rajasthan, Jaipur