

# Parna Sarkar-Basu

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DRIVEN  
TENACIOUS  
'PASSIONARY'

## Expertise

As a strategic marketing professional, I get the job done – whether it's putting a start-up on the map, elevating category leaders to new heights, creating a new category or changing market perceptions. I enjoy working with emerging tech and B2B companies.

My expertise includes designing all aspects of corporate marketing – positioning, brand development, product launch, AR, PR, product marketing, events and digital. My passion is humanizing a brand. My forte is storytelling. I leverage relevant trends, modern tools and creative tactics to drive global awareness, market credibility and product demand, while delivering exceptional results.

I also build teams from the ground up and/or add to existing resources (internal and external), depending on corporate goals and go-to-market objectives.

## MEASURABLE RESULTS

### Brand Awareness

Bring brands and emerging tech to life – from artificial intelligence and mobile to databases and consulting services. Proficient at keeping companies and products top-of-mind via evergreen stories, profiles, trends, bylines and events, especially during non-news cycles.

- **Kaminario:** Instrumental in rebranding the company. Design, execute global marketing communications and content strategy to drive corporate visibility and product launches – working with teams and agencies in the U.S. France, Israel, U.K. and Korea. Generated coverage in Bloomberg, The Wall Street Journal, Forbes, VentureBeat, Fortune, The Boston Globe, WBZ Radio and key tech media. Increased global coverage 6x and global reach 9x. In short, helped put the company on the map within a year.
- **iRobot:** Rebranded and positioned it as a robot company. An integrated brand campaign resulted in a 85% message penetration within months and elevated the company to a leader in practical robots. Led multiple product launches. Placed stories in various consumer, broadcast and business media including Today, CNN, Time, MSNBC and Good Morning America. Increased media coverage by 240%, with almost 1.2B in impressions, a 550% increase over previous year.
- **Invention Machine:** Repositioned the company and product. Tailored pitches and bylines, generating coverage in technology and business media, including Fortune, The New York Times, CBS-Boston Radio and Fast Company, with 10M in impressions – a major feat for a small company with limited brand recognition.
- **Verivo:** Instrumental in repositioning the decade old Pyxis Mobile and launching it as Verivo Software. Integrated communications programs increased Verivo's brand awareness by 90% within a year. Conducted 80+ briefings with U.S. and U.K. journalists, generating 70+ standalone articles (> 85% conversion rate), resulting in 84M in impressions, > 500% increase from previous year.

### Content and Digital Marketing

Plan and execute multi-channel social media strategy and content – website, blogs, videos, banner ads, email, etc. – to drive awareness and demand-gen. Write/edit/manage content development and global roll-out. Coach teams on engagement tactics to drive growth.

- **Kaminario:** Manage multiple channels and content strategy. Delivered 12x increase in social media engagement with influencers, customers and partners; 32% increase in average monthly web traffic and top 10 keywords are ranking on page 1 of Google SERP.
- **Verivo:** Increased website traffic by 40% quarter-over-quarter and web leads by 155%. Twitter generated between 1.7–50M in impressions (vs. 4 tweets/month). LinkedIn, with 70% increase in followers, was the top referral traffic source to the website.
- **Invention Machine:** Increased web traffic by 100% and sales leads by 50%.
- **PTC:** Ran the blog as a news channels with videos, news, contest, etc. The blog had >5x visitors and >16x page views than goal.
- **iCorps:** Top 10 keywords ranked on page 1 of Google. Organic traffic increased by 10%. Business grew by 30%.

### Thought Leadership

Turn CEOs, CTOs and subject matter experts into thought leaders within their respective communities and industry.

- Senior management and subject matter experts are frequently profiled in national and international media, including Boston Globe, WBZ-Radio, Boston Business Journal, CNN, BBC, Wired, ZDNet, CNET, Forbes, NY Times, WSJ, Bloomberg and The Register.
- Place executives as keynote speakers or panelists at industry and executive events including FiRe (Future In Review) and CEO Clubs.
- Create byline articles, executive communique, opinion pieces, videos, blogs and place them in targeted media and digital channels.

### Sales Enablement

Build and expand programs to support business development and growth, in collaboration with sales, engineers and services teams.

- **iCorps:** Mentored inside sales reps on solution pitching, collaborated with sales reps to develop campaigns for their respective territories, managed pipeline reporting and helped identify new business opportunities to support an aggressive 30% growth plan
- **Verivo:** Worked with cross-functional teams to develop positioning and overarching, value-based messaging and differentiators. Shifted the competitive conversation from 'features and functions' to ROI-driven discussions.
- **Invention Machine:** Planned/supported prospecting campaigns and lead qualification process to user conferences and tradeshows. Worked with sales reps to create internal marketing initiatives at top strategic accounts to drive organic growth.

[For additional details, visit LinkedIn](#)