

ANANYA IYER

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EXECUTIVE SUMMARY

Senior marketing leader with 2+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Growth Marketing	A/B Testing	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

Tesla | 2022 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 530+ employees
- Delivered \$10M+ in annual revenue growth through strategic growth marketing implementations
- Built and led global teams of 33 professionals across 3 countries
- Reduced operational costs by 37% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | Wharton School | 2020

Bachelor of Science in Digital Marketing | Wharton School | 2018

Professional Certifications:

- Google Analytics Certified
- Facebook Blueprint Certified