

SUKANYA MUKHERJEE

Marketing Operations Project Manager | AI-led Process Improvement | Cross-Industry Enterprise Operations
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PROFESSIONAL SUMMARY

Marketing Operations Project Manager with 6+ years leading complex, cross-functional programs for Fortune 500 and global enterprises across healthcare, retail, chemicals, education, and public sector, consistently delivering at scale under ambiguity. Expert at translating complex stakeholder needs into structured BRDs, implementation roadmaps, and measurable OKR-aligned outcomes. Integrates Agentic AI tools (Claude, ChatGPT, Copilot) into program workflows to reduce documentation overhead, accelerate delivery cycles, and improve reporting quality. Multi-award winner at Deloitte; Google PM and Data certified; PMP in progress.

CORE COMPETENCIES

AI & Automation: Claude, ChatGPT, Microsoft Copilot, Agentic AI workflows, prompt engineering, AI-assisted reporting & documentation

Program & Project Management: End-to-end delivery, BRD authoring, OKR-aligned planning, scope & timeline management, resource allocation, risk mitigation

Stakeholder Management: Cross-functional alignment (legal, ops, product, engineering), senior leadership communication, global coordination

Reporting & Analytics: Operational dashboards, KPI frameworks, Google Analytics, Salesforce CRM, Tableau, executive decision support

Process Improvement: Workflow analysis, Lean principles, efficiency initiatives, dependency tracking, process standardisation at scale

Tools & Platforms: Salesforce, Google Analytics, JIRA, Confluence, Asana, Excel (pivot tables, data analysis), SharePoint, marketing automation platforms

PROFESSIONAL EXPERIENCE

Operations Lead Associate - Deloitte Business Operations Services LLP

Bengaluru, India · July 2023 - Present

- Led end-to-end program delivery for 10+ Fortune 500 and global enterprise clients across healthcare, retail, chemicals, education, and public sector, lifting client satisfaction scores from 73% to 88% and improving delivery predictability by 15 points by owning scope, timelines, and cross-functional alignment across 3-5 concurrent programs.
- Reduced documentation turnaround by ~40% and reclaimed 5+ hours per week of manual reporting effort across the team by embedding Claude, ChatGPT, Copilot, and Agentic AI workflows into BRD authoring, knowledge management, and stakeholder status reporting, deployed across 10+ concurrent engagements.
- Authored 15+ BRDs and strategic initiative documentation packages translating ambiguous stakeholder requirements into technical specifications, implementation roadmaps, and acceptance criteria, reducing scope change requests and rework cycles across programs spanning legal, ops, product, and engineering.
- Proactively surfaced and resolved project risks before escalation by maintaining real-time program roadmaps, dependency logs, and executive-facing status reports, enabling informed senior leadership decisions without delivery disruption across all active programs.
- Coached and directed a cross-functional team of analysts and project coordinators on execution standards and documentation practices, earning 3 Deloitte awards: Applause Award for Outstanding Leadership (2026) and Spot Award for Best Project Lead (2023 & 2024).

Content & Marketing Operations Manager - Inkwood Research

Mumbai, India · February 2022 - July 2023

- Drove a 47% year-over-year increase in organic traffic by designing a structured content program with weekly delivery milestones, KPI review cycles, and data-backed editorial pivots, improving bottom-funnel conversion and reducing average content-to-publish time by 3 days per piece.
- Translated business objectives into structured content briefs, cross-functional delivery plans, and stakeholder-facing status reports, coordinating execution across internal editorial teams and external agency partners to eliminate handoff delays and maintain consistent output quality at scale.
- Used Google Analytics and Salesforce to track KPIs weekly, identify customer journey drop-off points, and implement data-driven optimisations, communicating actionable insights to marketing leadership and informing quarterly content strategy decisions.

- Managed an external vendor network against strict timelines, resolving scheduling conflicts proactively to achieve 100% on-schedule program launches and maintain zero missed campaign deadlines across 17 months.

Freelance Marketing Operations Consultant - Self-Employed

Jamshedpur, Jharkhand · March 2020 - February 2022

- Delivered end-to-end marketing operations consulting for SME clients across e-commerce, professional services, and retail, reducing average campaign setup time by 8 hours per engagement through structured documentation standards, templated briefing frameworks, and standardised review checkpoints.
- Built full-funnel KPI tracking systems and measurement frameworks giving clients real-time performance visibility and enabling data-informed budget reallocation toward highest-impact channels.
- Owned end-to-end client communication across multiple simultaneous engagements, translating ambiguous briefs into structured project scopes, defined milestones, and regular progress updates, building long-term trust and securing repeat business through consistent, transparent delivery.
- Identified and resolved workflow bottlenecks across client campaign operations by analysing delivery patterns and introducing standardised process frameworks, cutting revision cycles and improving execution consistency across all active client accounts.

CERTIFICATIONS

- PMP (Project Management Professional) - in progress, target completion Q1 2027
- Google: Project Management Certificate - Foundations (September 2025)
- Google: Data Analytics Certificate - Foundations (September 2025)

EDUCATION

Master of Arts in English (Performance Studies) - St. Xavier's University, Kolkata · 2017-2019

Bachelor of Arts in English - Jamshedpur Women's College, Jamshedpur · 2014-2017 | *Subsidiaries: Psychology, Economics, Environmental Science*