

Contact

www.linkedin.com/in/priyanka-kadalage-892727b8 (LinkedIn)

Top Skills

Sales Negotiation
Competitive Analysis
Independent Contributor

Certifications

Excel Skills for Business
Specialization

Priyanka Kadalage

Marketing | GTM | Consumer Experience | Innovation | Strategy
India

Summary

* Priyanka is a product marketing consultant at Vlinder Labs, specializing in luxury brands, retail, and the F&B industry. Her key areas of expertise include consulting on sustainable solutions for the brand, supply chain traceability, marketing plans, and strategy building aligned with ESG compliances. Additionally, she is also working on building the digital presence of brands. Currently, she is working on projects related to blockchain technology, metaverse, and the web3 ecosystem.

* She has completed her PGDM(Marketing+IT) from T.A. Pai Institute of Management and is a part of TAPMI's achievers' club. Also having been a member of the placement committee was responsible for handling multiple leadership activities.

* Priyanka has a work experience of 3.5 years at Tata Consultancy Services prior to her masters where she has worked with CITI Utilities, Bankcards, and MPA team.

Experience

vlinder.io

Product Marketing

January 2023 - Present (1 year 9 months)

Bengaluru, Karnataka, India

* Strategizing marketing road maps by incorporating sustainability solutions.

* Driving new tech into the luxury products through traceability and sustainability.

T.A.Pai Management Institute, Manipal

Member - Placement and Corporate Engagement Team

August 2021 - March 2023 (1 year 8 months)

Udupi, Karnataka, India

- * Responsible for fostering engagement between the students and industry leaders through guest lectures, career counseling sessions, workshops, mock recruitment sessions, and pre-placement talks.
- * Responsible for coordinating and managing the recruitment process for Summer Internships.
- * Responsible for maintaining strong relations with the potential recruiters and building professional relationships.

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Marketing Intern

April 2022 - June 2022 (3 months)

1. Awarded PPO
2. Spearheaded marketing campaigns for Blockchain technology products
3. Drove growth and innovation initiatives
4. Led end-to-end marketing strategies
5. Developed robust go-to-market (GTM) strategies

Tata Consultancy Services

Analyst

April 2016 - September 2019 (3 years 6 months)

Gandhinagar, Gujarat, India

Education

T A Pai Management Institute, Manipal

PGDM · (August 2021 - January 2023)

Maharaja Sayajirao University of Baroda, Vadodara

Kendriya Vidyalaya