

Sudhanshu Ranjan Chandra

+91-9620466133  sudwork0507@gmail.com  linkedin

PROFESSIONAL EXPERIENCE

Product Management Fellow (Learning Bootcamp)

Nov '22 - Present

Upraised | Gurugram

- Appraised skills in preparing PRD documents using analytical tools and market research.
- Prepared [PRD](#) documents for **Hotstar** to increase MTU by 25%, including RSA, roadmap planning, wireframing, and feature functionalities.
- Crafted [PRD](#) documents for **Swiggy** to improve repeat customers, including key findings, wireframes, and GTM.
- Prepared [product observations](#) for case studies on Atlassian, Zynga Poker, GSN Gaming, and 20 other products.

Performance Marketing Analyst

Mar '21 - Present

Performics.Convonix | Bengaluru, India

- Executed digital marketing campaigns for Clients :- **Disney+** (SG, MY, VN, PH, TH), **Airtel**, **Pharmeasy**
- Provided recommendations & key insights to grow the business & **KPI by ~20% - 30%**
- Achieved a **15% increase in revenue** through report analysis and recommendations

Sales Executive

Apr '21 - Jun '21

Capitalvia Global Research | Indore, India

- Successfully completed **Investment Advisor Level 10a** sponsored by the company
- Finished **SEBI certification** for managing international clients from China and Indonesia
- Drafted personalized analysis and **recommendations to 200+ clients daily**, ensuring their satisfaction and retention

Marketing & Digital Marketing Analyst Intern

Apr '20 - Jun '20

BlitzJobs | Bengaluru, India

- Designed a comprehensive **go-to-market strategy** for a project, successfully leveraging the expertise of retired personnel in Training and Development (T&D).
- Launched **3 email ad-campaign** on mailchimp for the products and offering of the organization
- Consistently reached out to **100 new leads** on a daily basis & effectively communicated and informed potential clients about available services

Marketing Executive

Dec '16 - Aug '18

PatnaDiaries | Patna, India

- Designed and executed **promotional activities** for high-profile clients such as **Zoomcars**, **Sony**, **Zomato**, and **Asian Paints**
- Led project planning, design, and client relationship management for multiple successful campaigns

Business Development Associate

Jan '15 - Nov '16

Mindspro | Gurugram, India

- Delivered tailored HR solutions to multiple clients, effectively onboarding, catering to, and managing their manpower needs.
- Achieved impressive revenue growth of 40-45 lacs by implementing effective strategies to build and expand business.
- Evaluated business models of different companies to identify areas of improvement and growth opportunities.
- Implemented effective strategies to build and grow business, resulting in increased revenue and market share.

KEY SKILLS

Technical Skills

SQL, Microsoft Office, Digital Marketing (programmatic, Google ads, Meta advertising), Google Analytics, Forecasting using R & marketing analytical trend analysis using Grtl, Figma, Miro, SAP, Tableau, SPSS, Python (Beginner), SEO

Core competencies

Communication, People Management, Cross-Functional Leadership, Root cause analysis, Roadmap Planning, wireframing, feature prioritization, Strategy creation, Market Research Data Analysis, Budget Management & allocation

EDUCATION

PGDM (Marketing)

Apr '21

IMI | Bhubaneswar

B.Tech | BIT

Jun '14

Certifications

- Google Analytics -Google, Financial Markets -Yale, Competitive analysis -SEMRush, HubSpot Inbound Marketing for Beginners.**

Interests and Hobbies

- State-level snooker player and winner of the **Promising player award**.
- Interest in reading about financial investments (**SEBI certified investment advisor**)