

Sohan Banerjee

Product Manager

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📁 Professional Experience

Associate Product Manager, Whizco

03/2023 – 05/2023 | New Delhi

- Conducted a detailed **market research** and **competitor analysis**, to identify **market trends** and new business opportunities
- Spearheaded the **product design** for Whizco's online portal; worked **cross functionally** with design and tech to build the **front and backend** functionalities for the portal
- Streamlined campaign management flows, reduce offline operational **dependency by 50%**, and reduced time to campaign launch by **30%**
- Coordinated with **internal stakeholders** to build the **product roadmap** and define the long term goals/vision for the company

Product Management Fellow, Upraised ☑

09/2022 – 02/2023 | Remote

- Construed **PRDs** on the following:
 - **Increase conversion** for their high value tech products on **Flipkart** ☑
 - **Increase adoption** for **WhatsApp's Pay** feature ☑

Management Trainee, SBI General Insurance

05/2022 – 12/2022 | Kolkata

- Undertook regular field visits to gather project requirements, understand customers and develop **customer empathy**
- Achieved month on month sales revenue of over **70 lakh** by leveraging business opportunities to onboard **40+ B2B clients**.
- Drafted **marketing strategies** with the sales team of **12 members** to drive retention for existing clients across a budget of **1.3 crore**, with a **retention rate** of **75%**

👤 Internships

Product Development Intern, S K Associates and Group

01/2023 – 03/2023

- Ideated and **developed** the entire entrepreneurship **learning bootcamp**; worked with sales to onboarded **50+ new customers**
- Worked directly with the founder and R&D team to manage products through their entire **life cycle** from ideation to testing to **launch**
- Created **Roadmaps**, developed sustainable **pricing strategies** and defined relevant **KPIs** for existing product lines

Digital Marketing Intern, Skill Lens

04/2021 – 07/2021

- Analyzed **20+ Ed tech competitors**, coordinated with marketing team to identify **target personas** and work on **brand positioning**
- Conducted **30+ user interviews**, understood **pain points** and translated them into **feature requirements** for the product team

👤 Profile

- Startup enthusiast with a passion for building tech driven products that drive innovation and impact people's lives at scale
- Previous experience in ideation, product vision, driving product strategy, product documentation and PRDs with expertise in understanding and empathizing with end users

🧠 Skills

Structured Thinking

Problem Solving

Product sense

Product Analytics

Crafting user persona

Wireframing

Cross Functional Team Work

Advanced Communication

Stakeholder Management

Figma, Whimsical, Miro, Trello, Notion, Power Point, Excel, SQL, Retool, etc

🎓 Education

MBA in Marketing, MDI Murshidabad

2020 – 2022 | Murshidabad

B.Tech in Electrical Engineering,

Heritage Institute Of Technology

2015 – 2019 | Kolkata

📖 Courses

A - Z Product Management, Udemy

Product Led Growth, Pendo

📁 Projects

Digital Signal Processing and Control Systems (B.Tech)

Designing a controller system prototype to effectively maintain the temperature of a power plant below a fixed threshold.

Critical Analysis of Advertisement Campaigns Post Covid (MBA)

Conduct a market survey across different persona groups in order to understand the perception of people towards certain ad campaigns.