

Ramandeep Kaur

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EXPERIENCE

Connect and Heal, Bangalore

Sep'22 - Present

- Working as Senior Category Manager, leading Tele-consultation vertical and solving for patient's experience
- Working closely with Product Team and launched features which has reduced **doctor's delayed % in joining the calls from 35% to 20%**
- Managing end to end P&L of the category, leading a team of 25 people and handling 170+ doctors
- Developing business strategies and implementing it across operations

Unacademy, Bangalore

Sep'18 - Sep'22

- Worked as **Senior Category Manager**, scaled NEET UG category from 0 to 1 with **125x growth** in revenue to date
- Part of **COO's Program Management team** that caters to all product requirements from business to bake in >20% of org's revenue from product dependent initiatives
- Offered **3 Accelerated promotions** in a span of 3 years, 9 months ahead of 15 month average promotion period

Program Manager (PMO) | Product Initiatives | Unacademy

Mar' 22 - Sep'22

Facilitated product requirements for all business units in Test preparation categories at Unacademy; reported to the Director of Learning Experience

- Conceptualized and negotiated the development of **recorded content SKU** in product for categories with high affinity towards recorded content
 - Oversaw adoption through collaboration with the 3 categories; recorded content sales contributed to 2Cr incremental revenue at **minimal recurring content creation cost**

Senior Category Manager | NEET UG | Unacademy

Sep'18 - Mar'22

Owned growth & managed end to end NEET UG P&L for Unacademy; NEET UG contributed to ~ 20% of overall organization revenue

- Scaled NEET-UG category from 0 in June 2019, grew the category to the **topmost category in terms of revenue with 125x growth in revenue**
- Led a **team of 8 members**, recruited **300+ Educators**, **20+ edutubers** and influencers in the Category and grew their profile on the platform, managed Educators payments of **several crores per month**
- Organized Go to Market activities to increase traction on a free platform which resulted in **989% growth in free users** from July 2019 to date
- Managed the end to end P&L of the NEET-UG Category & ensured the **category's gross margin** remain positive since the first month of launch & planned **batches/courses as per exam cycle maintaining both revenue**
- Ensured consistent **educator NPS of 8+/10**, handled **400+ educators** and point of contact for them for all their queries
- Onboarded **Top Educators from Kota**, grew their profile on the platform, now they are Top Educators at Unacademy in terms of revenue with a **contribution of ~15% & watch time of ~32% in the category**

AWARDS & ACHIEVEMENTS

- Awarded **Game changer back to back for 3 months** for getting highest free users on the platform in July & Aug'21 and becoming number one category in terms of revenue in Sept 21, awarded **Iconic Unacademian** at 4th Anniversary of Unacademy by the CEO
- Stood **first in Punjab Technical University** in B.Tech with 85.6% & cleared **GATE Exam twice** with **AIR 145 & AIR 205**

SKILLS

Retool | MS Excel | Whimsical | Program management | Category management | Product management | Growth management | Qualitative & Quantitative analysis

EDUCATION

Product Management course | Career Accelerator Program | Upraised

Aug'22 - Dec'22

Punjab Technical University | Bachelor of Technology in Aerospace Engg

July'12 - May'16