

Yukti Sharma

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SUMMARY

- **Specialized in creating innovative SaaS products** that resonate with customers with **4+ years of experience** in fast-paced startups. **Skilled in driving the entire product life cycle**, from ideation to launch with talent for simplifying complex concepts into intuitive solutions.
- Belief in the principle of being stubborn on vision but flexible on details.

SKILLS

Product Management: First Principle Thinking, Product Sense, Product Analytics, User Research, A/B Testing, Product Roadmap, Product Strategies, Agile Development, JTBD

Tools: Google Analytics, Web Engage, Figma, Whimsical, JIRA, Trello

Growth: Product-led growth, Product Marketing, GTM, Stakeholder Management, Digital Marketing

Tech: HTML, CSS, SQL (Learning)

PROFESSIONAL EXPERIENCE

Product Management Fellow

Dec '22 - Present

Upraised | Bangalore

- Developed comprehensive PRDs and conducted product tear-downs, demonstrating user needs, market research, and product enhancement ideas
- Successfully completed six mock expert interviews with industry leaders and received strong yes from four of them
- Gained hands-on experience in Agile, Scrum, Lean, Design Thinking frameworks, prioritisation of features, and product roadmap

Associate Product Manager

Nov '21 - Present

Yocket | Mumbai

- **Created and Ideated "SOP Builder tool"** to aid in crafting persuasive essays and SOPs (Statement of Purpose) for university applications
- Extrapolated user feedback to identify and prioritize pain points, leading to resolution of issues and **increasing CSAT by 15 points**
- Conducted intensive market research and performed **80+ user interviews** to launch a new product in premium suite from scratch
- Increased **feature adoption rate by 15% MoM** by facilitating an agile environment, monitoring feature impact, and gathering user feedback
- Implemented user engagement strategy resulting in 20% QoQ increase in user activation and improved onboarding
- Planned and implemented marketing campaigns and events, resulting in **10% revenue contribution**

Strategy Lead

Aug '20 - Nov '21

Testbook | Mumbai

- **Spearheaded banking product lifecycle**, using market analysis and customer feedback to identify growth opportunities and drive enhancements.
- Controlled content creation pipeline and **optimized resources** for UPSC category
- **Managed 15+ subject matter experts** to deliver high-quality content on time
- Drove successful Masterclass and Selection Camp initiatives, **resulting in average rating exceeding 4.5**
- Demonstrated cross-functional leadership, **collaborating with different teams** to drive product success and managed dependencies

Project Manager

Jan '19 - Aug '20

EduTap | Chandigarh

- **Led the ideation, design, and development of a monthly current affairs magazine** product
- Aligned content strategy with target audience needs for UPSC exam preparation
- **Conducted market research and analysis** to identify gaps in the competitive landscape
- Devised and implemented a test series product to address identified needs, resulting in improved user engagement

EDUCATION

Product-Led Growth Cohort

Apr '23 - Present

The Product Folks

Nano Degree in Digital Marketing

Nov '20 - Feb '21

Udacity

Masters in Economics

Apr '17 - Apr '19

CCS University