Pooja Yadav

Associate Product Manager

PROFESSIONAL EXPERIENCE

Associate Product Manager
BeMasterly (Startup by Navneet Education Ltd.)

Feb '24 - Nov '24
Mumbai, Maharashtra

Ed-tech SaaS platform, backed by Navneet Education, streamlining tutoring management for 4000+ tutors and 30,000+ students across 400+ institutes.

- **Launched D2C Test Series Pilot** & User Engagement: Contributed to the launch of NEET/MHT-CET Test Series, driving 1,600+ registrations, 600+ paper downloads, and 300+ repeat users. Designed a structured test journey (registration to feedback) to optimize learning outcomes
- **Designed and led development of 'Publish Results' feature** optimizing tutor's workflow by reducing marks entry time. Enabled seamless marks entry, result publishing and analyzing test performance - **showcasing strong feature development** and **user-centric problem-solving**
- **Subscription Management & User Experience Optimization:** Enhanced customer subscription transparency, reducing queries by 20% and **boosting renewals by 12%** through expiry tracking
- **Led the Product team, mentoring a Product Associate** and collaborated with Engineering, QA, Customer Service and Academic Experts
- **Defined product roadmap** with the CEO, managing the full product lifecycle from ideation to launch. **Translated customer feature requests** into PRDs, wireframes, ensuring clear design, and functionality

Associate Product Manager | Packt

Aug '22 - Apr '23

Packt is a global tech-focused publishing company specializing in technology-focused books, helping IT professionals upskill.

- **Drove product management** efforts for 24+ book developments, **launching 13 titles**, and consistently exceeded contracting targets by achieving 3 contracts per month, **surpassing goal by 6.25%**
- Identified industry trends and product insights through **comprehensive market and user research**, live interviews, surveys, and competitor analysis
- Organized meetings with Marketing & Production to **define product vision and marketing initiatives**
- **Awarded** *Star Team Performer* (Nov & Dec), **Training**: *Publishing Product Management* (Packt, Level 3)

Senior Marketing Coordinator | Packt

Jul '21 - Jul '22

- **Product Marketing**: Executed community outreach initiatives, **forged strategic partnerships,** and successfully **marketed 100+ titles** and 4 Community Editions
- Leveraged influencers and reviewers to drive **500+ product reviews** and **efficient product launches**
- Mentored 5–7 new team members and **developed 3 case studies** on successful brand collaborations
- **Awarded** *Star Team Performer* (Apr & July), *Most Reliable-Relentless Performer* (July & Sep)

Marketing Coordinator | Packt

Jul '20 - Jun '21

- Drove marketing by **establishing partnerships** with 23 events to enhance book sales and brand visibility
- **Facilitated seamless coordination** between Author, Operational, and Commercial teams, optimizing book **marketing strategies**
- **Awarded** *Most Reliable Performer* (May), *Employee of the Month* (Dec), *Star Team Performer* (Oct)
- **Training**: *British Council: myEnglish Workplace certification* (Upper Immediate 1)

Project Coordinator | Packt

Oct '19 - Jun '20

- **Developed and monitored project plans** and schedules, ensuring timely course publication. Facilitated weekly team meetings and **compiled weekly/monthly reports**

EDUCATION

Upraised: Product Management Program

Sep '23 - Dec '23

Participated in a 16-week Product Management Career Accelerator Program (CAP) to enhance skills under PM mentorship.

- **Improve Spotify's Daily Average Usage (DAU) by 20%:** Developed a detailed PRD, with root cause analysis to boost Spotify's daily engagement. Reviewed and approved by a Principal PM at ServiceNow.
- **Increase MakeMyTrip conversion of Search to Bookings by 12% monthly**

Bachelor's in Computer Science (BSc CS)
Mithibai College, Mumbai University

Jul '15 - Feb '19
Mumbai, Maharashtra

CONTACT

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📍 Mumbai, Maharashtra

🌐 Product Portfolio

in LinkedIn

🐦 Twitter (X)

SUMMARY

Product Manager with 4.5+ years of experience in B2B and D2C, owning the product lifecycle - transforming ideas into features users love.
Experienced across Product, Marketing, and Project Management. I've worked with tech, marketing, and customer service teams - leading the Product Team. Passionate about crafting user-centric solutions and driving seamless product experiences.

SKILLS

Technical: Figma, Whimsical, Miro, Trello, ClickUp, Basic SQL, Excel, Microsoft Power BI, Google Trends, SEMrush, Slack, Merchant Words, GitHub, WordPress, SharePoint, Discord, MS Office

Product Management: Product Development, Product Strategies, Stakeholder Management, Data Analysis, Wireframing, Market Trends & Research, Product Roadmap, Competitive Analysis, Feature Prioritization, Metrics, Testing

PROJECTS

Product Management:
BeMasterly (2024)**:** *Launched their first D2C Test Series, achieving 1,600+ user registrations, and 300+ repeat users.*
- NEET & MHT-CET Test Series

Packt (2022 – 2023): *Ideated 24+ book ideas and led successful publishing of 13.*
- The MVVM Pattern in .NET MAUI
- C++ Programming for Linux Systems

Product Marketing:
Packt (2020 – 2022):
Completed marketing activities on 100+ books and generated 500+ reviews.
- PyCon US 2021
- Polished Ruby Programming
- Micronaut® Community Edition