

# AMEYA RAIKAR

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## PROFILE SUMMARY

Seasoned Product Manager with 7 years of expertise in overseeing full product development cycles for both B2B and B2C products, from concept to widespread adoption. Proficient in translating complex customer needs into inventive features and informed decisions based on data. A strategic and analytical thinker, deeply committed to harnessing the power of technology for impactful solutions.

## KEY SKILLS

- **Programming Languages:** HTML5, Python, SQL
- **Tools:** Amplitude, JIRA, Google Analytics, IBM CLM Suite, Confluence, FreshSales, Figma, OneTrust, CookiePro, Tableau, Visio

## CORE COMPETENCIES

- Agile/Scrum Methodologies
- SDLC
- Product Roadmaps
- UI/UX
- Requirement Gathering
- KPIs & Metrics
- Go-to-Market Strategies
- Competitor Research
- A/B Testing
- UAT
- Problem-Solving
- Hyper-collaboration

## ACADEMIC CREDENTIALS

- **Certified Scrum Product Owner**, Scrum Alliance ([CSPO Certificate](#)) 2023
- **Career Accelerator Programme, Product Management**, Upraised ([Product Portfolio](#)) 2022
- **B.E. in Electronics & Telecommunication**, SJJCOE, University of Mumbai 2012 – 2016

## WORK EXPERIENCE

### **AFFINITY GLOBAL INC.**

*Product Manager, Tiles & Push Notifications (VEVE)*

**Mumbai, IN**

*October 2021 – September 2023*

- Enhanced the product's commercial value for digital media by building features such as Mobile SDK for Tiles, Event Funnels, and implementing systemic changes to enable cross-selling of App Install campaigns on Tiles ad format, collectively boosting annual revenue by 11%.
- Drove transformation by formulating hypotheses, conducting A/B and multivariate tests, and achieved 18% conversion rate optimization through strategic feature prioritization and roadmap management, resulting in a remarkable \$1.01 billion GMV and 845 million+ clicks across products in 2022-23.
- Achieved 30% lead time improvement through implementing Sprint Process, instilling work breakdown structure, and fostering aligned goals with business priorities.
- Spearheaded Project Navigator, an innovative SSO unification of multi-entity portals, streamlining task flows based on user roles and leveraging rule-based learning using Amplitude and Google Analytics integration to provide actionable insights, resulting in a 28% reduction in task time and a remarkable quarterly revenue upliftment of \$120,000 USD.
- Suggested incremental changes through user trend monitoring, cohort analysis, and customized monetization solutions for display ads, leading to heightened brand alignment and a 21% surge in click-through rate.
- Facilitated rigorous ad format compliance measures, ensuring strict adherence to data security and privacy regulations, including GDPR, CPRA, and other global standards, resulting in zero regulatory violations and safeguarding customer data.

### **JIO PLATFORMS LTD.**

*Product Manager, Process Method and Tools*

**Mumbai, IN**

*September 2018 - October 2021*

- Ideated a productivity-computing application that yielded a 33% improved operational efficiency organization-wide in terms of the software delivery speed and services development pace.
- Formulated an iterative design process to develop new features for the aforementioned productivity tool, resulting in a 25% increase in user engagement and a 15% decrease in customer support issues.
- Initiated and led tool integrations with ChatBot services, reducing the end-user support load by a considerable margin.
- Catalyzed the organization's transition towards newer 'Ways of Working (WoW)' by being an Agile evangelizer, using Microsoft Azure DevOps services and platform, reducing the average deployment time by 40% (from 60 to 35 days).
- Imparted DevOps training, architected software delivery processes, and mentored users in using tools, functions, and processes, contributing to onboarding 4000+ users into the Azure DevOps platform within 50 days.

*Graduate Engineer Trainee, Process Method and Tools*

*September 2016 - September 2018*

- Owned and implemented a 'Process Library', a one-click solution for employees across the organization to refer to the in-use SDLC and DevOps processes, resulting in easy accessibility.
- As part of the Service Excellence Centre, a cohort of the 10 top-ranked recruits from a batch of 200, monitored and resolved the issues under the world's largest dual stack (IPv6) network for network faults, resulting in an impressive 11% reduction in Mean Time to Recovery.

## ACCOLADES

- Received 'Outstanding Contributor (2019-20)' award for driving Product Roadmaps and Azure DevOps implementation.