

SUMMARY

Experienced product manager with 2.5+ years in Edutech and CRM, adept at driving product development, conducting competitive research, and collaborating on effective marketing strategies. Proven success in optimizing ROAS ratios and streamlining lead nurturing funnels. Skilled in automating lead management, email marketing, and campaign messaging within budget constraints.

PROFESSIONAL EXPERIENCE

Product Manager	May '23 - Present
InsideAIML (Nevis Software Solutions)	Pune, Maharashtra
Product Development and Strategy:	
<ul style="list-style-type: none"><li>Founding Product Manager, leading a <b>3-member tech team</b> and collaborating with a <b>Single product designer</b></li><li>Reduced product <b>bounce rate from 85% to 35%</b> through strategic competitor and user behavior analyses, revamping landing page sections</li><li>Achieved a <b>45% increase rate</b> in user engagement by implementing user-centric designs for the LMS</li><li>Defined a comprehensive user journey, incorporating <b>MVP features</b> like Mock Interviews and Job Portals</li><li><b>Decreased</b> user issues from <b>85% to 15%</b> in <b>2 months</b> by enhancing overall user journey and platform efficiency</li></ul>	
User Engagement and Marketing Optimization:	
<ul style="list-style-type: none"><li>Boosted non-enrolled user engagement by <b>70%</b>, resulting in a <b>54%</b> increase in sales and a <b>15%</b> reduction in CAC</li><li>Implemented the AARRR framework for a <b>45-day</b> lead nurturing funnel, leading to a <b>30%</b> increase in acquiring high-quality leads</li><li>Improved <b>ROAS from 1:2.5 to 1:4</b> by strategically changing marketing and advertising approaches</li><li>Expanded user base through industry-level webinars, achieving a <b>5% sales</b> conversion post-webinar</li><li>Orchestrated <b>DRIP communication</b> messages for enrolled users, enhancing their complete user journey experience</li></ul>	

Product Manager	Oct '23 - Present
AsktaLos (Nevis Software Solutions)	Pune, Maharashtra
<ul style="list-style-type: none"><li>Improved portal efficiency by <b>50%</b> through in-depth analysis and optimization of all APIs</li><li>Spearheaded the design and implementation of lead nurturing processes, achieving a <b>30% increase</b> in efficiency for identifying high-quality leads</li><li>Analyzed, strategized, and developed targeted user funnels for campaign messaging, optimizing user engagement</li><li>Delineated and categorized product features effectively for various <b>subscription models</b>, contributing to a refined product market fit</li></ul>	

Associate ABAP Consulatant	Jul '21 - May '23
Wipro Technologies	Pune, Maharashtra
<ul style="list-style-type: none"><li>Streamlined <b>Vendor Invoice Management (VIM) Module</b> for enhanced workflow.</li><li>Implemented <b>20+ SAP Notes</b> and <b>15+ CI versions</b>, optimizing processes</li><li>Resolved <b>critical VAT registration</b> issue, boosting operational efficiency</li><li>Achieved <b>5hr/task</b> resolution rate for client issues, ensuring seamless operations</li><li>Successfully onboarded <b>10+ team members</b>, providing essential project guidance</li></ul>	

KEY SKILLS

• Product Development & Management • Resource Planning & Estimation • Product Sence & Road Mapping • Risk Analysis & Mitigation • Product Strategies & Improvements • Wireframing & Product Design • Client Relationship Management • Training & Development • Cross-Vertical Team Leadership • Feature Integration • Product Marketing

TECHNICAL SKILLS

Programming Languages: SQL, HTML, CSS, C, C++, API  
Operating System: Windows, Mac, and Android  
Tools: Figma, Google Analytics, Microsoft Clarity, Whiteboard, Post Man, Trello, Jira, CRM Softwares

EDUCATION

Product Management Career Accelerator Program	May '22 - Sep '22
Upraised	Bangalore, IN
PortFolio	
Bachelor of Technology in Computer Science	Jul '17 - May '21
SRM University	Chennai, IN
<ul style="list-style-type: none"><li>Secured 85%</li></ul>	

CERTIFICATIONS

• Salesforce - Administration • Google - fundamentals of Digital Marketing • Coursera - Google Cloud Platform Fundamentals: Core Infrastructure  
• SAP - SAP Certified Development Associate - ABAP with SAP NetWeaver 7.50.

ADDITIONAL INFORMATION

• Languages: Hindi, English  
• Interests: Music, Reading, Travelling, Cricket