AKSHAT SAXENA

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AUTHORISED TO WORK IN GERMANY

SUMMARY

I love building products that make life easier. Whether it's designing seamless user experiences, optimizing cloud solutions, or turning ideas into real, working products, I thrive at the intersection of tech, marketing, and Product management.

With a Master's in Marketing Management (Esade, Barcelona) and a Bachelor's in Computer Science (Anna University), I bring both the technical know-how and a deep understanding of what makes products successful in the real world. Add to that my AWS Cloud Certification, and you've got someone who's always thinking about scalability, efficiency, and innovation.

KEY SKILLS

- **Product Management Skills:** KPI Tracking, Agile workflows, Product lifecycle management, Market & competitive analysis, A/B testing, Wireframing, Product documentation
- **Technical Skills:** API understanding , Microsoft Office, Jira, Confluence, Figma, Python, Java, Javascript, HTML5, CSS
- **Languages:** English (C1), German (A1)
- **Certifications:** Applied Business Analytics (ISB Hyderabad), AWS certified cloud practitioner CLF-C02

EDUCATION

Master of Science in Marketing Management   Jul 2022 - Oct 2023
ESADE Business & Law School, Barcelona, Spain
- Specialization in Understanding and influencing Customers.
- Thesis on "How smart marketing brought about the EV revolution".

Bachelor of Science in Computer Science & Engineering   Aug 2018 - Jun 2022
Anna University, Chennai, India
- Specialization in Full Stack development
- Thesis on "Using machine learning and AI to identify fake news"

WORK EXPERIENCE

Marketing & Product advisor , Brandcollab   Jun 2024 - Present
influencer marketing platform that facilitates partnerships between brands and content creators to drive engagement and brand awareness.
- Drove product improvements by effectively channeling customer feedback into actionable development strategies: Defined and tracked key performance indicators (KPIs) to measure product success, leveraging A/B testing and customer feedback to improve user experience and retention.
- Successfully executed influencer marketing campaigns that increased brand awareness by 30% and drove a 25% increase in website traffic.
- Led a team of 4 marketing professionals & collaborated with the engineering team to ensure timely delivery of projects.

Associate Product Manager, Justbaat AI   **Jan 2024 - Apr 2024**

a platform that uses artificial intelligence to simplify video production and enhance content creation for users

- Bridged the gap between customers and product: Collaborated closely with the sales team and directly interacted with key clients like ABP, Amar Ujala, and Times of India. Gained valuable insights into their pain points and translated them into actionable product solutions.
- Streamlined workflows: Created new workflows to simplify the user experience and make video creation effortless for all skill levels.
- Championed user experience: Owned User Acceptance Testing (UAT) for new features, ensuring seamless integration and optimal user experience.
- Redesigned the AI video tool: Spearheaded the redesign of the AI video tool, improving usability and functionality for our users.
- Boosted video creation output by 490%: Increased the average weekly video creation from 20 minutes to 98 minutes, significantly enhancing content production efficiency.

Marketing Associate , TechLabs Barcelona   **Aug 2022 - Aug 2023**

provides free tech education in AI, Data Science, and Web Development

- Led social media growth strategy, increasing Instagram followers by ~600%, from 42 to 310 through targeted campaigns.
- Developed and executed multiple Instagram marketing campaigns, enhancing brand awareness and user engagement.
- Created engaging content strategies to boost online visibility and drive community engagement.

Product Manager (Intern), Batterysmart   **Apr 2022 - May 2022**

revolutionizing electric mobility in India by creating the largest network of battery swapping stations

- Designed and prototyped new features for the driver and partner apps, creating three wireframe diagrams to illustrate functionality.
- Conducted fraud analysis, producing six flowcharts that identified major fraud types causing financial losses.
- Developed five Product Requirement Documents (PRDs) outlining feature specifications for the internal application, JARVIS.
- Owned Confluence & JIRA management, ensuring seamless documentation and sprint tracking across teams.
- Authored five comprehensive Confluence pages, improving cross-team collaboration and knowledge sharing.

Marketing Intern , Jamboree Education   **Oct 2021 - Nov 2021**

premier institute in India specializing in test preparation and admission counseling

- Managed three social media accounts, increasing Instagram engagement by 25% through targeted content strategies.
- Led outreach efforts, visiting eight educational institutions, resulting in increased student enrollments.

Manual Developer, Zuppler   **Jun 2020 - Aug 2020**

online ordering platform that streamlines food delivery and takeout for restaurants

- Optimized restaurant onboarding, supporting an average of 150 restaurants per week in implementing online ordering systems.
- Owned documentation, producing 21 product manuals detailing platform usage for partner restaurants and internal teams.
- Assisted in Google PoSaaS integration, ensuring seamless order management and improved efficiency for restaurant partners.