

# Aayush

## Category Lead

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### Professional Experience

#### Category Lead - Growth, Unacademy

07/2023 – present | Bengaluru, India

Collaboratively brainstorm strategic projects with cross-functional teams to increase business growth by performing:

- Project Planning: Define project objectives, identify TAM, and allocate resources.
- Cross-functional collaboration: Lead and communicate with cross-functional teams, seeking stakeholder input and support.
- Project Execution: Oversee project execution, monitor progress, and implement corrective actions.
- Risk Management and Issue Resolution: Proactively address risks and escalate critical issues when needed.
- Customer Success & Product Improvement: Helping the UX team to achieve their ticket closure targets by providing resolution to the present learners and improving product features based on user feedback.

#### Senior Associate - Revenue Growth and Strategy, Unacademy

12/2021 – 06/2023 | Bengaluru, India

- Analyzing business KPIs (Revenue, Lead Flow, Watch time) using Tableau to identify areas of improvement and presenting data to business heads.
- Performing lead segmentation and launching segment-specific revenue triggers.
- Performing planning, budget estimation, and revenue projection for high revenue-generating projects.

#### Impact and Results:

- **11%** increase in revenue by behavioral segmentation and discount sensitivity analysis.
- Saved **21%** marketing budget by reducing the spending on low-performing channels.

#### Senior Student Success Specialist, Byjus

07/2018 – 09/2021 | Bengaluru, India

Sharing data insights on ticket closure, region-wise escalations, and sales trends using Freshdesk and Leadsquared.

#### Digital Marketing

Driving CLM campaigns (Email, PN, SMS) for k12 category

#### Customer Success :

- Interacting with clients and helping in resolving their queries.
- Handling escalated cases (social media and legal escalations)
- Led a team of 7 associates helping them with day-to-day operations.
- Performed market segmentation, cohort identification, and product improvement for "Disney Byjus Early learn" App.

#### Impact & Results :

- Implemented process changes which reduced the TAT for tech and logistics tickets by **17%**.
- Achieved an NPS score of **8** which was previously **5**.

### Profile

Business Growth professional with 4+ years of experience in Project Management, business operations, and category management.

Equipped with robust analytical and problem-solving skills and extensive experience in team leadership and operation control, including data analysis.

### Education

**B.E, Siddaganga Institute of Technology**

05/2018 | Bengaluru

Electronics and Communications

### Skills

MS Excel and Google Sheets

Tableau

Key Account Management & Customer Success

Figma and Canva

### Certificates

**Foundations of Project Management by Google** 

Learned about Agile and Waterfall techniques

**Agile Project Management Certification by Google** 

Learned about Scrum and Asana

**Agile Virtual Experience Program by JP Morgan Chase & Co.** 


Intro to Agile, Scrum at JPMC, User Stories, Backlog Refinement, Sprint Reviews

**Accenture Project Management Virtual Experience Program on Forage July 2023** 

Prepared a proposal for the optimal project management approach

**BCG Introduction to Strategy Consulting Virtual Experience Program on Forage March 2023** 

Conducted market research, consumer needs analysis and to create a client recommendation

**BCG Strategy Consulting Job Simulation on Forage - November 2023** 

Conducted market research to determine the feasibility of the proposed solution  
Communicated a summary of key findings in a clear presentation to stakeholders

### Languages

English | Hindi