



# Ganesh Kumar Reddy



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## SKILLS

- Product Management
- Go-To-Market Strategy
- Growth Strategy
- Product Roadmap
- Market Research
- Stakeholder Management
- Team Leadership
- User Experience Design (UX)
- Metrics Analysis
- DevOps

## TECH SKILLS

- SQL
- HIVE
- HTML
- CSS
- XML
- APIs

## TOOLS

- Google Analytics, Confluence, Kibana, Figma, Balsamiq, Miro, JIRA

## PROCESS

- Agile Methodology, Scrum. Waterfall Model

## EDUCATION

2012

University of Wales | Newport, United Kingdom

MBA: International Business

2010

PMR Institute of Technology | Chennai  
BE: Electronics & Communication Engineering

## SUMMARY

Highly motivated, strategic Product Manager with 10 years of experience at Dailyhunt. Adept at leading crossfunctional teams, driving product innovations.

## WORK EXPERIENCE

06/2020 - Current

Product Manager

Dailyhunt

- Lead product management for Dailyhunt's Android, iOS, PWA/Web apps, and Content Distribution Platform, serving a portfolio of **60M+ monthly users**.
- **Notifications Tray:** Developed the market's first scrollable notifications, increasing Notification Click-Through Rates (CTR) by over **5%**.
  - Created a Sticky Notification widget for Cricket scores and election results, resulting in a **12% increase in Daily Active Users (DAU)** and an **8% rise in sessions per user**.
- **Product Lead for Web Pages** Led the development of web pages for Cricket, Elections, Mobiles & Gadgets, and Automobiles, enhancing user engagement and experience.
- **Product Lead for Major Events** Led major events such as Lok Sabha Elections, state assembly elections, IPL, and World Cup from end-to-end.
  - Defined key metrics, conducted regular meetings with go-to-market (GTM) teams, secured project sponsors, and facilitated scrum meetings and sprint planning with stakeholders.
  - Achieved a **56% increase in time spent** per unique user and a **22% growth** in sessions per user during the Lok Sabha elections and recorded a **12% increase in concurrency** during the recent IPL.
- **Web Story Generator Tool** Designed and developed a tool for generating web stories for Xpresso, summarizing news for Gen-Z and increasing user retention.
- **Auto Hashtag Generation for Trending News** Created a tool using AI to automatically generate hashtags for trending news and tag related news IDs, **reducing manual effort by 40%**.

06/2018 - 06/2020

Senior Operations Manager

Dailyhunt

- Led a team of 14, and developed an **automation process** to create sources, hashtags that helped in reducing the manual effort by **50%**
- Handled end-to-end projects, from understanding business objectives to execution by collaborating with Partners, Developers, QA, Marketing & Promotions teams in launching the products.
- Onboarded and managed partners to support organizational growth

07/2014 - 06/2018

Operations Engineer

Dailyhunt

Content Management

- Created sources to fetch content from partner websites, ensuring a steady flow of updated information
- Developed scripts to generate alerts if any source fails to fetch content, maintaining content hygiene.