

Ankit Mohan Mensi

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Summary

- Product Manager with 4+ years building and scaling consumer mobile products used by 10M+ users. Owned subscriptions, live events, and engagement loops that improved retention (10%), ARPU (9–11%), and reduced churn by 50%. Strong background in analytics, experimentation, and shipping cross-platform products from PRD to launch.

Education

The University of Texas at Dallas – Master of Science in Information Technology and Management May 2025
Visvesvaraya Technological University (VTU), India – B.E., Computer Science and Engineering Jul 2018

Skills

Product Management and Agile Delivery: Product Delivery · Backlog Prioritization · Roadmapping · Sprint Planning · Agile Scrum · Product Requirements · Feature Lifecycle Management · Stakeholder Alignment · Cross-Functional Leadership
Business Analysis and Strategy: GTM Strategy · Pricing Strategy · TAM/SAM/SOM · KPI Tracking · Industry Analysis · Market Awareness · Requirements Gathering · Risk Assessment · Product Documentation · Competitive analysis
Product & Growth: Consumer Growth · Experimentation Roadmaps · PRDs · Backlog Prioritization · North-Star Metrics · Funnel Optimization · Retention Monetization Strategy
Data & Tech: A/B Testing · Cohort Analysis · SQL · Dashboards · Guardrail Metrics · API Awareness · Performance Scale Tradeoffs · Funnel Analysis
Tools: JIRA (JQL) · Confluence · Notion · Figma · GitHub · Postman · Excel · Google Workspace ·

Work Experience

Executive Project Manager Community Dreams Foundation – Remote , FL Sept 2025 – Present

- Led cross-functional engagement programs across Marketing, Digital, Academic, and External Stakeholder teams, establishing structured delivery plans, managing dependencies, and aligning initiatives with strategic priorities.
- Translated stakeholder requirements, partnership agreements, and institutional policy expectations into actionable workstreams, ensuring compliant execution and coordinated multi-team delivery.
- Developed executive-ready dashboards and strategic presentations communicating program progress, risks, and engagement outcomes to senior leadership and partner organizations.

Product Manager Moonfrog Labs Pvt Ltd – Bengaluru, IN Aug. 2021 – Jun. 2023

- Partnered with program and engineering leads to coordinate cross-functional execution, track milestones, manage dependencies, and ensure on-time delivery across 15+ initiatives.
- Launched Gold Pass subscription, increasing 30-day retention by 10% and improving ARPU by 9–11% through daily engagement incentives.
- Led Cricket live events initiative to counter seasonal churn, reducing DAU drop by 50% and improving short-term retention by 7–9% while supporting delivery planning with awareness of cost, resourcing, and delivery tradeoffs.
- Optimized ads monetization using rewarded placements and mediation tuning, improving ad ARPDAU by 18–25% and eCPM by 22–30% with no statistically significant impact on retention or payer conversion.
- Maintained program dashboards and executive-facing QBRs tracking milestones, risks, KPIs, and delivery status, reducing decision turnaround time by 30%.

Senior Product Quality Analyst Moonfrog Labs Pvt Ltd – Bengaluru , IN Jul 2019 – Aug 2021

- Designed risk-based QA frameworks across Android, iOS, and Amazon, sustaining 99.5% crash-free sessions while accelerating release cycles by 20–25%.
- Maintained program risk and issue registers, coordinating mitigation plans and tracking issues to resolution across multi-platform releases.
- Implemented scalable QA practices (release checklists, regression suites, device matrix), improving pre-release defect detection by 25%.
- Owned daily QA status tracking, audit documentation, and defect reporting, presenting weekly KPI summaries to leadership and partner teams.
- Mentored 6+ junior QAs, cutting onboarding time by 40% and improving independent execution within 2 sprints.

Projects and Leadership

- **Product Lead, Emlove E-Commerce Website** – Delivered a live e-commerce site (www.emlove.infy.uk) using free tools to support a small business owner's transition to independent online sales.
- **Social Media Marketing Officer, The Product League & UTD Kannada Sangha** – Increased engagement by 140% and follower growth by 150% through strategic content testing and audience targeting.
- **Activity Center Staff, UTD Recreation Rock Climbing Wall** – Ensured climber safety and encouraged community building by supporting team coordination and maintaining positive guest experiences.