

MUKUL KAUSHIK

Associate Manager – OYO | XLRI, Jamshedpur/ Thapar University

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WORK EXPERIENCE & INTERNSHIPS

Associate Manager – Tech and SDE-Intern, OYO Rooms | JAN 2020 – SEPT 2020

- Collaborated with Tech, UX and Legal teams along Government officials to develop a new E-invoicing service.
- Increased revenue by ₹ 6 crores/year by designing & developing services for no-show & cancellation invoices.
- Collaborated with product manager to prioritize 10+ new features, updated product roadmap & set new KPIs.
- Achieved 25% reduction in customer ticket resolution time by developing a new centralized resolution service.
- Enhanced user experience by achieving 50% reduction in P99 latencies by developing a new taxation platform.
- Promoted to the role of Associate Manager-Technology after internship based on outstanding performance.

Program Manager, Jovaki Agrofood | SEPT 2020 – MAY 2022

- Led a 10-person team to launch and grow the brand Tribalveda, reaching INR 50 Lakhs in first-year revenue.
- Closely collaborated with CEO, customers, marketing team and developers to build & launch 3 new products.
- Secured grant of ₹ 45 lakhs through DBS Foundation SG; acted as sole representative throughout the process.

Summer Intern, MARS | APR 2023 – JUNE 2023

- Designed a customer-centric digital app to enhance customer loyalty based on consumer behavior insights.
- Achieved 30% reduction in induction time by collaborating with external agency to revamp onboarding app.
- Operationalized data from the app WeR4Pets to drive personalized WhatsApp & Email marketing campaigns.
- Boosted Pedigree's website average traffic by 10% by implementing on-page and off-page SEO strategies.
- Led self-designed research, revealed 7 consumer trends via 30+ interviews, 100 responses & hypothesis tests.

LIVE PROJECTS

Brand Manager, Ariel P&G | OCT 2023 – JAN 2024

- Revamped **GTM strategy** for Ariel Pods. Proposed a strategy to 2x the sales in 1 year with a \$0.5 Mn budget.

Research Analyst, Amazon | NOV 2023 – DEC 2023

- Designed AI-based multi-sided fraud detection solutions for Zero-Defect goal.

EDUCATION & CORPORATE COMPETITIONS

Bachelor's in Computer Engineering, Thapar University | 2016 – 2020

- CGPA – 8.54/10
- Bagged PPI by Scoring 1st rank among 1500 participants in a data analysis competition by Amex.

Post Graduate Diploma in Business Management, XLRI Jamshedpur | 2022 – 2024

- CGPA – 6.31/8
- **National Finalist** in case competition by ReNew. Awarded PPI & INR 50K cash prize.

CERTIFICATIONS

- **Becoming a Product Manager: A Complete Guide**, LinkedIn
- **Agile Project Management**, Google (Coursera)