



## Work Experience

### AUDIOPOD AI (audiopod.ai) Nov '24 – Current

Co-Founder & CEO	<ul style="list-style-type: none"> <li>Building a cloud-native creator-focused B2C SaaS platform serving 5K+ content creators with AI-powered audio creation, edition and publishing workflows</li> <li>Led product-led growth strategy with in-app campaigns achieving ₹10 Lakh ARR</li> <li>Architected microservices marketing stack on AWS enabling real-time personalization</li> <li>Established product analytics framework tracking user behaviour, engagement, and conversion funnels leveraging Mixpanel, Google Analytics, and custom BI dashboards</li> </ul>
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### UNQUEST AI (unquest.ai) Dec '23 – Oct '24

Founder	<ul style="list-style-type: none"> <li>Built an AI knowledge management platform leveraging Retrieval-Augmented Generation (RAG) combined with web search, enabling deep research on any topic</li> <li>Designed LLM powered content personalization engine improving discovery by 3x</li> <li>Implemented social sharing and community features driving 40% of user acquisition</li> <li>Negotiated and secured ₹15 Lakh in pilot contracts with enterprise customers</li> </ul>
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### ONE97 COMMUNICATION LTD (PAYTM) Jan '23 – Nov '23

Deputy General Manager	<ul style="list-style-type: none"> <li>Led Business Product for Paytm Soundbox service, serving 7M+ merchants</li> <li>Established A/B testing framework for product features &amp; experience optimization</li> <li>Implemented frameworks tracking NPS, CSAT, and engagement across app+helpdesk</li> <li>Improved merchant app engagement by 45% through self-service features and personalized in-app communications and automated loyalty rewards redemption</li> </ul>
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### 63IDEAS INFOLABS (NINJACART) Oct '21 – Dec '22

Senior Product Manager (Jan '22 – Dec '22)	<ul style="list-style-type: none"> <li>Led 0-to-1 product initiatives, focus on growth strategy and customer acquisition</li> <li>Built automated customer onboarding &amp; activation flows improving conversion by 60%</li> <li>Implemented collection stack with automated reminders, reducing NPAs by 15%</li> <li>Developed credit risk monitoring dashboards using SQL, Python, &amp; Metabase</li> </ul>
CEO's office (Oct '21 – Dec '21)	<ul style="list-style-type: none"> <li>Worked closely with cofounders to carve out Fintech charter for the organisation</li> <li>Laid out the organisation chart, did capacity planning to manage lending book of 500+cr</li> </ul>

### BHARTI AIRTEL LTD Jun '18 – Sep '21

Marketing Manager	<ul style="list-style-type: none"> <li>Managed ₹500 Cr marketing portfolio for Airtel Karnataka with 25M+ consumers</li> <li>Led digital marketing strategy across mobile app, web, email, SMS, and paid channels</li> <li>Drove ₹50 Cr incremental revenue through data-driven initiatives (10% revenue lift)</li> </ul>
Zonal Sales Manager	<ul style="list-style-type: none"> <li>Managed ₹5 Cr+ sales operations with focus on distribution channel optimization</li> <li>Owned sales ops including distributor management, inventory planning, and logistics</li> <li>Achieved 120% of targets for 3 consecutive quarters through data-driven strategies</li> </ul>
Management Associate (Singtel)	<ul style="list-style-type: none"> <li>Product marketing with focus on prepaid mobile across Southeast Asian markets</li> <li>Conducted competitive analysis and market research for regional product strategy</li> <li>Optimized gamified loyalty programs, leveraging in-app rewards and social referrals</li> </ul>
Management Trainee	<ul style="list-style-type: none"> <li>12-month rotational program across sales &amp; marketing in rural and urban markets</li> <li>Strategic projects on customer acquisition, app experience, and digital transformation</li> <li>Gained exposure to product marketing, channel management, &amp; customer experience</li> </ul>

## Academic Qualifications

Year	Degree/Examination	Board/University	%/CGPA
2018	PGDM	Indian Institute of Management, Calcutta (IIMC)	6.17/9
2016	B.Tech. (Mining Engineering)	National Institute of Technology, Raipur (NITRR)	8.23/10
2012	Class XII	Gyan Niketan (CBSE)	83.8%
2010	Class X	D.A.V. Public School (CBSE)	9.6/10