SABYASACHI MISHRA

IT Product Management

Innovative IT Product Manager with a unique blend of technical prowess, Agile expertise, and digital marketing acumen. Recently certified as a ScrumMaster® (CSM®) and Professional Scrum Product Owner II (PSPO™ 2), demonstrating mastery in Agile methodologies and cross-functional leadership. Proficient in Java, C, C++, Python, and SQL, with a proven ability to rapidly adopt emerging technologies and leverage data-driven strategies to enhance user experiences and drive product success.

Combining entrepreneurial spirit with analytical skills, I excel at translating market insights into compelling product features and innovative tech solutions. My diverse skill set spans Agile product development, digital marketing, full-stack technical proficiency, and market trend analysis, enabling me to bridge the gap between development, user needs, and business objectives. Passionate about creating impactful products that resonate with users and drive growth, I thrive in fast-paced environments where I can apply my multifaceted expertise to lead cross-functional teams and deliver cutting-edge solutions that push the boundaries of technology and user engagement.

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PROFESSIONAL SUMMARY

- Led cross-functional teams, leading to a 60% increase in customer conversion rates through strategic digital marketing initiatives.
- Expert in financial analysis and product lifecycle management, demonstrated by a track record of successful project appraisals and finance management in the power sector.
- Skilled in leveraging Google Analytics and user feedback to refine product strategy, enhance user experience, and inform business decisions.
- Developed and executed innovative product development initiatives using machine learning to improve digital user experience.
- Spearheaded in-depth market research and analysis to identify trends, opportunities, and strategies for sales and marketing improvement.

TECHNICAL SKILLS

Python | Power BI | Figma | Deep Learning, Neural Networks and AI | SQL | JAVA | Agile | SCRUM | Product Owner

WORK EXPERIENCE

Assistant Manager (Project Appraisal & Finance)

Power Finance Corporation Ltd. *(Jun 2023 - Present)*

- Carried out financial evaluations of multiple power initiatives within the public sector, specifically in the East and North-East areas.
- Accelerated the prompt approval and distribution of Revolving Term Loans (RTLs) to sustain project cash flow.
- Orchestrated detailed assessments of projects and developed financial models to forecast future cash inflows and assess project feasibility.
- Undertook thorough risk assessments to pinpoint potential financial risks and devised strategies for their mitigation.
- Managed, updated, and consistently maintained Management Information System (MIS) reports for monitoring project performance and financial indicators.
- Conducted regular site inspections of ongoing projects to monitor their development and verify adherence to financial standards.
- Oversaw the process of financial analysis and reporting, delivering essential information that aided in managerial decision-making.

Achievements:
- Successfully enhanced the efficiency of financial model development processes, contributing to a 50% reduction in project appraisal turnaround time.

Sales & Marketing Intern

GSK Pharmaceuticals *(Apr 2022 - Jun 2022)*

- Conducted comprehensive primary research involving over 100 healthcare professionals (HCPs) and 10 dealers to identify their motivations and obstacles for engagement.
- Collected insights from various sources including distributors, customers, field forces, and Business Intelligence (BI) data to understand expectations and challenges associated with Eltroxin.
- Analyzed marketing and sales approaches of top competitors across three states and recommended modifications to the existing sales strategy.
- Evaluated prescription patterns of Eltroxin by analyzing insights from BI data, offering feedback on the effectiveness of the current strategy.

Co-founder and Director

Brahmagupta Educate Pvt. Ltd. *(Feb 2021 - Dec 2021)*

- Led a team of 11, including 8 affiliates and 3 managers, managing daily operations and creating a uniform schedule to meet deadlines.
- Amplified customer conversion rates by 60% and sales by 20% through targeted digital marketing and a Google Analytics-based recommendation system.
- Cut product delivery times by 30% and digitization costs by 30% with a centralized digital management system and e-services partnership.
- Developed specialized dashboards using Excel and Power BI, enhancing customer conversion rates by 60%.
- Oversaw the development of a testing platform for 400+ CAT users and collaborated with business and tech partners to refine strategic vision and drive change.

Academic Operations & Intern

Pigeon Education *(Apr 2020 - Nov 2020)*

Coordinated schedule, deadlines, and weekly tasks for more than eight Subject Matter Experts. Empowered sales team, increasing sales by 20% by highlighting product benefits to prospective customers.

Project Trainee
Amdocs India LLP *(Feb 2019 - Dec 2019)*

Engineered a platform prototype offering an interactive digital experience for freelancers and employers, boosting job recommendation efficiency by 45% through Machine Learning algorithms.

EDUCATION

MBA (General Management) (2021 - 2023)
Indian Institute of Management, Indore

Bachelor of Engineering (Electronics & Comm.) (2016 - 2020)
Birla Institute of Technology, Mesra

CERTIFICATIONS

- **Professional Scrum Product Owner™ II (PSPO II)** (Scrum.org - 2024)
- **Certified ScrumMaster® (CSM®)** (Scrum Alliance, Inc. - 2024)
- **Certification on Deep Learning, Neural Networks, AI and CHATGPT** (Udemy - 2024)
- **UI/UX Design Using Figma course** (Udemy - 2024)
- **Fundamentals of Digital Marketing** (Google digital platform - 2022)
- **Microsoft Excel Masterclass for Business Managers course** (Microsoft - 2022)

ACHIEVEMENTS

- Secured **3rd position in Inter-College Badminton Tournament** in BITOTSAV event organized by BIT Mesra.
- Achieved **2nd rank** in 38th **Burdwan District Badminton Championship** in the Male Under-17 category.
- Achieved a PPI opportunity following our position as **National Finalists** in the 2023 **Tekion T-Rex Product Management Case Competition**.
- Earned a PPI offer for ranking in the **National Top 10** out of over 1700 participants in the WITDA **case challenge organized by Incedo Inc in 2021.**
- In 2014, I was honored with the **NTSE Certificate of Merit** and was selected for the scholarship awarded by NCERT, having qualified in Class VIII.
- In 2020, my analytical abilities and aptitude were further evidenced by securing a **99.9 percentile in CAT** 2020, a **99.4 percentile in CAT 2019**, and a 99.88 percentile in XAT 2021.

PROJECTS

Automatic Microscope for Medical Imaging (Jan 2020- Jun 2020)

A CMOS Programmable CCCII+ Based Active Grounded Inductor (May 2017)

SKILLS

Core Competencies: Wireframing and Prototyping, Risk Management & MIS Reporting, SQL, Product Lifecycle Management, Market Research & Trend Analysis, Data-Driven Strategy Formulation, Financial Analysis Expertise, IT Product Management, Agile Project Management, Product Design, Backlog Management, Continuous Improvement, Project Management, Backlog Mangement, PSPO, Scrum
Soft Skills: Communication, Leadership, Teamwork, Problem-solving