

# Sravya Majeti

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## Summary

Startup product leader with 9+ years of experience owning 0→1 launches and scaling consumer and creator platforms. Strong execution focus with deep experience in data-driven strategy, rapid experimentation, technical workflows, and cross-functional collaboration.

## Experience

- **Senior Product Manager** | Only Much Louder | Aug 2022 – Jul 2025  
*Seed-funded SaaS startup streamlining end-to-end influencer marketing and creator workflows.*
  - **0→1 Product:** Spearheaded SaaS platform from concept to \$800K ARR with 80% client retention
  - **AI Applications:** Built in-house NSFW brand safety transformer using Falcon 7B model and launched GenAI-based natural language querying to revolutionize creator discovery experience.
  - **Operational Scalability:** Designed and owned internal self-service onboarding tool for CSMs, reducing account setup time by 40% and removing 100% developer dependency
  - **Governance & Compliance:** Instrumental in making the company GDPR and ISO compliant, aligning with global safety standards for user data.
  - **Execution Excellence:** Received "Best Performer" award for 2 consecutive years for exceptional ownership
  - Led a cross-functional team of 15+, including Product Managers, Engineers, QA, and Designers
- **Product Manager** | ProAlley | Apr 2021 – Aug 2022  
*B2C EdTech startup focusing on professional upskilling via on-demand and live interactive classes*
  - **Platform Launch:** Sole PM to launch the entire learner experience (pre-purchase, course start to completion) for 14 courses, with 2 pricing plans.
  - **Internal Efficiency:** Built a robust Content Management System (CMS) → removed 100% of developer dependency for course launch
  - **Strategic Planning:** Instrumental in creating the Annual Operating Plan (AOP) presented to the board, including Product Roadmap, financials, and projections.
  - **Organic Growth:** Led SEO initiatives that improved organic search visibility by 25% and TOFU traffic
- **Product Manager** | Nuclei | Aug 2018 – Feb 2021  
*Bootstrapped fintech B2B2C startup empowering financial institutions to build super-app ecosystems*
  - **Product-Led Growth:** Launched Recharge, Credit Score, Donations, Bill Payments, DigiGold — driving 50% of company revenue with detailed PRDs
  - **Fulfillment Efficiency:** Built Smart Vendor Routing to optimize success rates → increased revenue by 35%
  - **Global Expansion:** Internationalized SDK modules to expand platform reach into foreign markets.
  - **User Research:** Conducted studies to identify pain points, shaping the product for a 1.5M user launch.
  - **Access Controls:** Introduced Role-Based Access Control (RBAC) and user management in the customer support dashboard, ensuring secure and efficient data access.
  - **Crisis Response:** Reacted quickly during Covid-19 to add donation modules, raising \$150K in 2 months
  - Led teams of 20+ including Engineers, Analysts, QA, Designers
- **Business Analyst** | Ola Cabs | Jun 2016 – Aug 2018  
*Ride-hailing giant handling millions of daily transactions.*
  - **Intent-Based Targeting:** Conceptualized a cross-selling algorithm → 15% growth in bookings.
  - **Market Entry:** Analyzed demand for "Micro Rentals" across 3 cities → captured 20% of city bookings
  - **Cost Optimization:** Reduced repeat coupon burn by 15% by targeting exclusively first-time users
  - **Experimentation:** Led A/B testing initiatives to increase driver partner login hours → 20% increase.

## Education

- **Indian Institute of Technology, Kharagpur** | Dual Degree, Biotech CGPA **8.26** | 2011-2016
  - Ranked in top 1% in IIT-JEE and top 0.5% in AIEEE nationwide entrance examinations

## Vibecoding Projects

- Built an end-to-end **Bedtime stories** app that emails a unique, AI-generated short story to subscribers
- Developed **quizzing** platform that generates different questions everytime a user takes the test on app
- **Tools:** Antigravity, Vercel, Resend, Openai API, NotebookLM, Supabase, Cursor, Github, Strapi, GSC

## Volunteering

- **Admin** of UPAY NGO, Bangalore center. Responsible for **hiring** Interns, Procurement of items, CSR activities
- Worked as Director, Expansion for Feed India NGO to create a network of donors, NGOs and recipients
- **Mentored** a group of aspiring PMs in a case study from IIM Sirmaur in Creators of Products Community
- **Elected as General Secretary**, Technology for SN/ IG Hall and handled 8 interhall events