

VAIBHAV SONI

Product Professional & Data Enthusiast

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Product Manager, Product Analyst, Product Operations, Data Analyst, Engineer

EXPERIENCE

Associate Product Manager

LearnApp

May 2022- Present Noida

- Mapping out the user experience journey across the Product.
- Brainstorming design and UX Flows with design team
- Work across functions (Growth, Design, Technology, Product, etc.) to align on the project charter and lead the end-to-end deployment.
- Exposure to analytical tool like Mixpanel, UXCam, Google Analytics and Tag Manager, Facebook Pixel for Metric Monitoring
- Marketing and Sales automation with CRM (Leadsquared/Hubspot and Intercom) and Omnichannel Engagement Tools like MoEngage and Wati.
- Foster trust and relationships with Users by Product Experiments
- Devise long-term development strategies, Go to Market (GTM) and SOPs
- Used tools like Notion and Confluence for documentation
- Jira and trello for engineering sprint planning, refinement prioritization, task tracking, retrospective.
- Manual Testing for Android, iOS and Web

Product Associate

Testbook

Jul 2020- May 2022 Navi Mumbai

- Transforming education requires a one of a kind product, we make the revolution a reality.
- Plan, develop and execute launch of new test series (or live tests), in coordination with content managers and other team members
- Analyze performance of content using high-end analytical tool (Redash) and draw insights to improve content quality
- Interact with users to understand their needs, take feedback and clear their doubts
- Freelancer Management, Timeline scheduling, Smart Book planning, Process optimization, Data presentation and Analytics.

Virtual Customer Service Associate

Amazon

Sept 2018- Jan 2019 Indore

- Dealing with Customer queries about their product details.
- Logistics queries related to a product with coordination with delivery/courier services.

Technical Support Executive

Teleperformance

Jun 2018 - Sep 2018 Indore

- Process - YAHOO International Technical Support Executive (Non Voice)
- Handled E-Mail and Chat of Yahoo end users giving Account support.

SKILLS

Application Software

- Expert:** Google Suite (Sheets, Docs, Slides, Drive, Forms, Calendar, Gmail, Meet, Chat)
- Proficient:** Microsoft Excel, Word, Powerpoint

Data Experience

- MS Excel, G Sheets, Power BI, Redash, Mixpanel
- Data Collection, Modelling and Visualisation

Technologies

- Novice:** HTML/CSS, Javascript, Python, Rest API

EDUCATION

Bachelor of Engineering

Rajiv Gandhi Prodyogiki Vishwavidyalaya

July 2014 - May 2018 Sagar

CGPA: 7.03

12th | Higher Secondary Certificate

CBSE, New Delhi

May 2014 Manasa

Percentage: 78.8%

10th | Secondary School Certificate

CBSE, New Delhi

May 2012 Neemuch

CGPA: 9.2

COURSES TAKEN

- Product Led Growth by TPF
- Insurjo 22 by TPF
- Product Analytics Micro-Certification (PAC)TM
- Partner Certification by Mixpanel

STRENGTHS

Motivator & Leader Positive Attitude
Hard-working & Persistence Creative
Quick Learner Optimistic

LANGUAGES

English
Hindi

