

VAIBHAV SONI

Product Professional & Data Enthusiast

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Product Manager, Subject Matter Expert, Content Strategist, Operations Associate, Mechanical Engineer

EXPERIENCE

Deputy Manager- Content Operations

LearnApp

May 2022- Present Noida

- Create data dashboards with KPIs that can be actioned by teams across the company, and help drive insights to upstream influence.
- Work across functions (Content, Production, Product, Technology, Marketing, etc.) to align on the project charter lead the end-to-end deployment.
- Exposure to analytics tool like Mixpanel, UXCam, Google Analytics and Tag Manager, Facebook Pixel.
- Marketing and Sales automation with CRM (Leadsquared Hubspot) and Engagement Tools like MoEngage.
- Foster trust relationships with teams (Content, Video-Animation, Graphics Sound) to publish the best courses
- Led courses, to advanced level with the help of data analytics, user feedback, and strategic management.
- Devise long-term development strategies, Go to Market (GTM) and SOPs
- Measure and assess ROI & OKR for the production and content teams
- Used tools like Notion Confluence for documentation, Zapier for No code Linkage among applications and Jira for Engineering task tracking.

Associate SME - Quant

Testbook

Jul 2020- May 2022 Navi Mumbai

- Develop creative content, frame new questions and write easy to understand solutions for over 15 lakhs paid users
- Analyze and research exams patterns, questions and difficulty level to remain updated with latest trends in questions asked in competitive exams
- Analyze performance of content using high-end analytical tool and draw insights to improve content quality
- Interact with users to understand their needs, take feedback and clear their doubts
- Freelancer Management, Timeline scheduling, Book proofreading, Process optimization, Data presentation and Analytic.

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

EDUCATION

Bachelor of Engineering | Mechanical

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

STRENGTHS

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

LANGUAGES

English
Hindi

