Senior Product Manager Senior Product Manager Senior Product Manager - AdRoll Group San Francisco, CA Work Experience Senior Product Manager AdRoll Group - San Francisco, CA March 2018 to Present AdRoll Group offers a full-fledged marketing platform to drive growth for direct-to-consumer brands (AdRoll) and B2B brands (RollWorks). As PM on the Core Ads team, I drive the product vision and identify key investment areas for all user- facing ad products with a focus on the self-service user experience.   Launched a unified ad creation and management platform to all 35000+ customers   Ability to create static and dynamic product-based ads across 4 inventory sources.   Improved user-efficiency in ad creation by over 60% and reduced internal cost-to-serve by 10% (for support teams)   3x and 2x increase in native and social ad adoption respectively and a 3x increase in ad spend among self- service customers.   Launched Video Ads for full-funnel marketing across Web and Social marketing channels   Ramped up adoption from 0-450+ customers with 3M USD of cumulative spend in the first 5 months Senior Product Manager Opower - San Francisco, CA February 2016 to February 2018   Conceptualized and delivered customized energy efficiency and customer engagement SaaS products to Fortune 500 utilities. Achieved average energy savings of 3%, boosted customer engagement by 30%, and customer satisfaction by 5%   Launched the following suite of energy efficiency products impacting tens of millions of customers   Home Energy Reports (Email + Paper) - to encourage high spending customers to conserve energy. Email CTR: 30% (10x industry average). Email Open Rate: 60% (3x industry average).   Energy Insights - to help customers analyze their historical energy usage, costs, and trends. Drove down call-center volume and operating costs for utilities.   Bill Forecast - to intelligently predict upcoming energy bills, and drive customers to take corrective action to reduce high bills and save money. Product Manager Zillow Group - San Francisco, CA May 2014 to January 2016 Lead the successful rebranding of Postlets.com to Zillow Rental Manager, a product to help landlords manage their rental properties for free.   Launched the Lead Management Platform - to manage rental listings, handle incoming rental inquiries, and run credit checks on potential tenants.   Conceptualized data-driven email marketing campaigns resulting in a 15% growth in new users and leveraged an integration with Zillow.com to drive a 300% growth in new

rental listings (YoY vs Postlets).   Reduced incoming support request volume by 30% by building out self-service tools to address the most common support requests. Product Manager / Front- End Developer The Mathworks - Boston, MA February 2012 to April 2014 Designed and built features for the first version of a new product called App Designer, a GUI builder for MATLAB   Lead the design of the core component library and launched it as part of the Simulink product.   Built an asynchronous JavaScript loader to improve application load times by 25%. Also, implemented a new unit testing framework to improve code coverage by 15% and reduce redundancy by over 40%. Security Software Development Intern Bishop Fox - Atlanta, GA August 2011 to December 2011 Engineered a web application to simplify, automate, and parallelize the task of cracking complex password hashes. Software Development Intern Georgia Institute of Technology - Atlanta, GA January 2011 to December 2011 Designed and built an online Budget Builder to help researchers generate federal budget proposals efficiently. Software Development Intern Alcatel-Lucent - Chicago, IL May 2011 to August 2011 Designed and built the messaging interface for ALU Messenger - a multi-platform mobile communication client. Education Master of Science in Computer Science in Computer Science Georgia Institute of Technology - Atlanta, GA December 2011 Bachelor of Science in Information Technology in Information Technology Anna University - Chennai, Tamil Nadu April 2010 Skills Agile, Product Management, Product Development, Marketing, Scrum, Jira, Business Analysis, HTML, Powerpoint, Data Analysis Links http://linkedin.com/in/vijaymurali

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