

EDUCATION

FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS
MBA, Management

New York, NY
2024-2026(Expected)

VISVESVARAYA TECHNOLOGICAL UNIVERSITY
Bachelor of Engineering, Computer Science

Bengaluru, (India)

EXPERIENCE

QUNAT MASTERS TECHNOLOGIES PVT LTD, B2B & B2C EDUCATIONAL CONSULTING FIRM

Product Manager

2021-2024

- **Led cross-functional teams** to develop and launch an education platform, resulting in a **25% increase in course registrations** and generating **\$50,000 in additional revenue** annually
- **Automated workflows** through **API integrations** and **coupon discount workflows**, reducing manual processes by **20%**, cutting operational costs by **15%**, and increasing **promotion usage by 18%**, generating an additional **\$50,000 in sales**
- **Redesigned the UX/UI**, leading to a **20% improvement in user retention** and a **15% reduction in support queries**, enhancing the **customer experience**
- **Utilized data-driven insights** with **SQL** and **Tableau**, optimizing **product funnels** and increasing **conversion rates by 35%**, contributing to **\$30,000 in incremental revenue** from new users

Project Associate

2019-2021

- **Facilitated cross-functional collaboration** between internal teams and outsourced developers, contributing to product improvements that generated \$20,000 in revenue from new platform features
- **Implemented workflow automation**, improving operational efficiency by 20%, and reducing manual tasks, leading to a 10% increase in user registrations
- **Contributed to UX/UI improvements**, driving a 15% rise in user retention and increasing customer lifetime value, contributing to \$15,000 in additional revenue
- **Managed data-driven PPC campaigns**, which led to a 10% increase in course registrations and a 12% boost in sales, contributing an additional \$10,000 in revenue

DIGITAL AXIA, DIGITAL SOLUTION COMPANY

Founder

2018-2019

- **Developed websites end-to-end**, handling all aspects from front-end and back-end development to database management and hosting, ensuring alignment with client goals and market trends, contributing to over **\$25,000 in revenue**.
- **Developed and executed product strategies** for digital marketing services, managing \$6,000 monthly budgets for ad campaigns, driving a 20% increase in organic traffic
- Spearheaded **client engagement efforts** and built long-term partnerships, improving client retention by 40%

CROWD PRODUCT, AUDIENCE ENGAGEMENT STARTUP

Marketing & Operations Intern

2017-2018

- Gained practical skills in event management and modern media technology. **Planned and executed tech-driven events**, boosting event coordination and media strategy versatility.
- Orchestrated impactful **market activations** for prominent brands such as Vodafone-Idea, One Plus Mobile, and Growfit, leading to a 15% increase in brand visibility and customer engagement.
- **Integrated data analytics tools** to improve post-event reporting, leading to a 20% enhancement in decision-making and event strategy.

SKILLS

- **Product Management:** Market Research, Product Roadmapping, User Story Mapping, Go-to-Market Strategy, Minimum Viable Product (MVP), Feature Prioritization, Product Value Proposition
- **Project Management:** Cross-Functional Collaboration, Agile, Stakeholder Management, Project Roadmap Execution, Sprint Planning
- **Data & Analytics:** SQL, Tableau, Python, Data-Driven Insights, Metrics Tracking, Funnel Optimization
- **Digital Marketing:** SEO, PPC Campaign Management, Google Ads, Meta Ads, Email Marketing, Market and Competitive Analysis

ADDITIONALS

- Led impactful initiatives and fostered camaraderie as a leader in the National Cadet Corps (Indian Army Wing).
- Launched "Genz Hub," a YouTube podcast featuring Gen-Z achievers, and "Invest du," a blog on personal finance and investing.
- Passionate about trekking, with experience including over 10 peaks in India and 3 high-altitude treks in the Himalayas
- Board member of the Product Management Club at Fordham University