

# Abhilash Mekala

## Product Lead: Facebook Stories Monetization



### EXPERIENCE LAST 3 ROLES

#### Product Lead: Facebook Stories Monetization

Facebook

July 2020 - Present - 1.5 year, Menlo Park, CA

- Led Facebook Stories monetization to \$1B in 2020 and built a multi-year product strategy to grow stories revenue to \$8B cumulative.
- Innovated on new Ads Formats and Ad relevancy signals, to improve dwell time of story ads by 30% and reduced story ads CPM by 55%.
- Improved Ad supply while maintaining engagement of 900M DAU of facebook stories.

#### Director of Product, Mobile Apps

Wonolo

2019 - 2020 - 1 year, San Francisco, CA

- Improved iOS and Android Wonolo App rating from under 2.5 to 4 stars on App store.
- Created ~1M jobs in gig workspace. Enabled \$35M earnings opportunity for gig workers.
- Transformed first Job match quality from 25% to 87%. Gamified early stage worker experience to get them to 10 jobs in a month.
- Developed Tech to show targeted job opportunities for workers at different stages in their work experience.

#### Product Lead: Driver/Rider LTV

Uber

2017 - 2019 - 2+ years, San Francisco, CA

- Led driver growth team in Americas and EMEA. Achieved 1.5X Driver growth in EMEA and contributed to global active drivers on Uber platform of 3.2M in 2019
- Grew to ~400K first-trips from churned riders (with 65% less promos)
- Improved driver funnel optimization from signup to 25th trip by 18%. Introduced features like DocHub, vehicle supply options.

San Francisco, Bay Area

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#### Education:

MS: Clemson University  
*Industrial and Design Engineering*

BS: Osmania University  
*Industrial Engineering*

#### Projects:

Fb Stories: Billion \$ business  
Ads delivery and Signals  
Ad Format innovations  
Uber Driver App Onboarding  
Driver LTV  
Driver Growth  
Job-Worker Matching Platform

#### Previous Roles:

Group Product Manager  
Microstartegy  
2016-2017

Senior Product Manager  
Sage.com  
2014-2016

Product/Program Manager  
Micron Technology  
2008-2014