

Dear Hiring Manager,

I'm excited to bring my 9 years of Product & Analytics experience to the Google Youtube team. My track record of successfully driving products from conception to launch in various industries, along with my 0 -> 1 experience scaling Kuku FM from 1K to 1M paid subscribers, aligns well with the needs of this role.

At Cleartrip (Flipkart Group), I'm leading the domestic flights charter - driving conversion, user growth, and ancillary revenue (seat/meal/baggage). I revamped Flight Search & Recommendations to improve flight selection flexibility & easier discovery of cheaper fares in a split screen experience. I've spearheaded a loss reduction charter, improving bottom line by 10%. I also led a product integration to predict fare drops, improving profits per flight booking by 2.5%.

At Kuku FM (audiobooks & stories), I led the monetization charter & scaled paid subscriptions, demonstrating expertise in content search & discovery, monetization strategy, creator journey, funnel optimisation, and user-first thinking.

I built the influencer marketing channel for both user experience (recommendations, discounting) and campaign delivery management (programming, creator attribution), bringing in over 25% subscribers. I was the creator & custodian of platforms like Content Experimentation, Content Management System, Discounting, etc - serving 10k+ creators & teammates.

At Swiggy, I led multiple projects to curb delivery partner, customer, and restaurant fraud, reduced bad ratings, and defined schema & fact layers for Instamart (quick commerce).

My hands-on experience with pricing & discounting strategies, go-to-market strategy, user research, and data driven decision making, along with my ability to build collaborative relationships with external partners and cross-functional teams like engineering, marketing, business, and UX design, positions me well for shaping the next phase of growth for Youtube's Channel Memberships team.

Thank you for considering my application.

Sincerely,
Amit Tharani
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