Aniket Mandle

Product Manager at LeapScholar | IIT Guwahati
Behavioral psychology nerd

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WORK EXPERIENCE

Product Manager
LeapScholar

06/2021 - Present   *Student <> Partner connectivity charter*
HIghlights

- **Product owner** of Android and iOS Apps managing a team of 5 Devs, 2 QA and 1 Designer with a **W4 App retention** of **36%**
- Built **onboarding features** that moved users downloading app **34% -> 75%**, users starting chat **40% -> 80%** in first 7 days of conversion
- Scaled 1-1 Chat feature to 100% partner adoption, **95% read** rate in D+2 days and **65%** issue **resolution rate** within 1 Day SLA
- Ran 1on1 video meetings MVP on calendly and scaled to **1000+ meetings/week** by managing operations SOP
- Introduced Auto-booking of meetings that scaled product to **11k meetings/week** & optimized attendance to **55%** (65% benchmark)
- Created the Lead Scoring logic that led us to identify **3x faster moving cohort** and prioritise IELTS exam prep charter
- Scaled **Whatsapp messaging** Infrastructure from **25k -> 363k** capacity by revamping logic and identifying spam templates. It contributes **30% attendance for our ~400k** Free sessions/week
- Started Event Instrumentation, onboarded Webengage and integrated comm channels for Email, Whatsapp, SMS and IVR

Associate Product Manager, Activation
Cuemath

07/2020 - 05/2021   *Cuemath and Cuemath coding*
Highlights

- Reduced **supply to demand mapping** failures by transitioning from an acceptance based model to direct allotment model which allowed us to serve **40% more demos/day**
- Solved **demand fulfilment** by Implementing **real time inventory** mapping of teacher slots to demo booking pages and **doubled valid slots** by reducing wastage of **1hr slots to 30mins**
- Built features including **Web-RTC** based **Screengrab** /share to make Leap compatible for coding program with 1.5k users on zoom MVP
- Improved stability of screengrab process from **50%** success rate to **90%** which allowed enrollments to scale to 6000 paid users
- Built Cuemath's **proprietary Python learning platform**: A live collaborative and browser-based python editor and compiler for kids

EDUCATION

Bachelor of Technology | Major in Mech Engg Minor in Computer Science Engineering
Indian Institute of Technology Guwahati

06/2016 - 06/2020   *GPA 8.70/ 10*
Highlights

- **Courses**: Consumer Behaviour, Software Project Management, Cognitive Psychology, Data Structures and Algorithms
- **President, Entrepreneurship Cell:** Lead a 3 tier team of exectuives to conduct the E-Summit 2019 witnessing the likes of CFO Bookmyshow, Forbes30u30 CEOs & Youtube celebrities

SKILLS

User Research | Whimsical | Python
Flask | SQL | Product Development
Mixpanel | Webengage | Metabase
Product Roadmap | Scrum master

PERSONAL PROJECTS

The Job Project ⬈
- Helping IIT Guwahati students affected by Covid19 layoffs, rescinded/ deferred offers to make their next move by connecting with Alumni that can refer/hire
- 10K MAUs, word of mouth growth and 10/40 got offers

AthElite Wear
- Successfully created a brand selling 400+ T-shirts and 1.5 lakh in revenue in college

Produkt.substack.com ⬈
- A byte sized tech newsletter for early stage makers to go from projects into products. Less on your github and more on producthunt, get building

Kopier - #1 Product of day on Producthunt ⬈
- Chrome extension that lets you store frequently shared profile links and access them lightning fast with shortcuts
- **1200 Installs, 450 Active users, W4 Retention of 10%**

ACHIEVEMENTS

National Finalist - Product Management Live, IIM Ahemdabad
Selected in Top 10 teams out of 3000 teams participated in The Red Brick Summit, IIM Ahemdabad

Inter IIT Tech Meet 2018 (IIT Bombay)
Represented IIT Guwahati for Eye in the sky (Satellite Image Classification with deep learning) track

Sakura Science Club Japan
Indian delegate to SIT, Tokyo under the guidance of Prof. Charu Monga, Department of Design IITG

Microsoft Code.Fun.Do
Awarded in Top3 projects in Microsoft hackathon from 100+ students on IITG Campus

BOOKSTACK

The Art of Game Design | The Mom Test
Don't shoot the dog | Thinking Fast and Slow
JTBD: Competing against luck | Deep Work