

# SARTHAK JAIN

Experiences in Product Management, Software Testing, Marketing and Mentoring

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## PROFESSIONAL EXPERIENCE

### Associate Product Manager Intern

#### Coding Blocks

📅 Oct 2018-Feb 2020

📍 Delhi, India

- Helped in Launching 4 products in 1 year.
- Consistently tested CB Online App and website resulting in smooth UX and 96 % bug free product.
- Oversaw 2 successful marketing campaigns with 74 % ROI increase.
- Researched and pursued new business campaigns for the growth of the business resulted in 1500 times increase in user sign-ups.
- Increased social media audience and engagement on different platforms by 165 %.
- Organized workshops & Hackathons at colleges and Universities in collaboration with communities across India, while mentoring community of over 400 Campus Ambassadors across India.

### Web Developer Intern

#### All India Radio (AIR), Prasar Bharati

📅 Jun 2018-Jul 2018

📍 New Delhi, India

- Maintained and Created a wonderful website to digitizes the Complaint filing System for the Government quarter residents.
- Constantly updated and Monitored the company's database systems.

### Social Media Marketing intern

#### ShopNani

📅 Dec 2016-Jan 2017

📍 New Delhi, India

- Wrote niche articles on prevailing Tech. Evaluated different insights for campaigns. Handled the company's online social media presence.
- Monitored ongoing marketing campaigns Increased social media following by 200 %.

## PROJECTS

#### Website sarthakj.me - JavaScript

- My interactive Resume.

#### Lyrics Generator - Python

- A Markov Chain based Machine Learning model to generate song lyrics.

#### Birthday Wish Script - Vanilla JS

- A simple Vanilla JS Project to wish someone birthday in a fun way.

#### Web App for AIR - C# and ASP.Net

- This is the logistic application developed to digitize the manual filing of complaints and their status tracking for Government quarters.

#### Casual Space Shooter - Phaser.js

- A very simple, yet elegant Space Shooter game. It is Crafted with customization in mind for ultra casual players and runs on all browsers. The project is not actively maintained anymore.

## ACHIEVEMENTS

- Top 50 Marketing & Advertising Leaders Award by MADCon 2019, Dubai.
- Judge and Mentor at Hackathons - MLH Local Hack Day, HackOn 2020, IGDTUW Hacks.
- TIMES NiE Student of The Year 2013.

## TALKS AND PRESENTATIONS

- Google I/O Extended 2019.
- Google Developer Group DevFest Punjab19.
- NIT Kurukshetra, LPU, Manipal University Jaipur and more. Educated over 1000 students on professional growth in IT Industry.

## PROFESSIONAL SKILLS

C++, Python 3 and MySQL

SDLC, TDD and QA Testing

Git, AWS, AMT, Agile and Scrum

Market & Competitor Research

Requirements Gathering & Analysis

Product Development for B2B and B2C

## PLATFORM EXPERIENCE

- Google Ads, Analytics and Tag Manager
- Metabase, OneSignal and Firebase
- Medium, WordPress and Ghost
- SendGrid, SendInBlue and Mailchimp
- Hootsuite, Hubspot, Zoho and FreshDesk
- YouTube, VdoCipher, reddit and Telegram
- LinkedIn, Twitter, Facebook and Instagram

## EDUCATION

B.Tech - Computer Science and Engineering

Guru Gobind Singh Indraprastha University

📅 Aug 2016 – Jul 2020

CGPA: 7.43

Senior Secondary Education- 12th (CBSE)

Kendriya Vidyalaya sector-8 Rohini, Delhi

📅 2016

Percentage: 90.2 %

Secondary Education-10th (CBSE)

Kendriya Vidyalaya sector-8 Rohini, Delhi

📅 2014

CGPA: 10