Debanjan Bhattacharya

Product Manager

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in www.linkedin.com/in/debanjanbhatt acharya

- Passionate to build data-driven products from scratch, that people will use for years
- Hands-on experience in building and managing digital products, product strategy, product conceptualization, A/B testing, and product lifecycle management
- Strong understanding in product design, user interface, data analysis, and people management
- Skilled in Google Analytics, Pivotal Tracker, JIRA and Microsoft Excel

Skills

- Product Development
- Product Strategy
- Search Engine Optimization
- Stakeholder Management
- Product Ideation

Work History

2020-05 - Current

Product Manager

CarWale, Mumbai, Maharashtra

- Responsible for editorial content, user-generated content, user experience, and user acquisition through **search engine optimization** of key as well as long-tail search keywords
- Defined **product roadmap**, product goals, key success metrics, and KPIs to measure and analyse growth of the product, studied user data to derive customer insights, performed **competitor analysis** to identify opportunities for better user experience and acquisition, developed product documentation to communicate and align key components of upcoming features and products to internal teams
- Collaborated across team boundaries in cross-functional roles, coordinated with different stakeholders and internal departments to drive the implementation of planned product enhancements in **agile scrum**

development environment to conceptualise and launch new product ideas and innovations

- Ownership of complete cycle from ideation to delivery for key features, experience in designing **user flow and mobile UX** design, prioritising and managing feature and functionality backlogs to meet business goals

2019-04 - 2019-05

Product Management Intern

CarWale, Mumbai, Maharashtra

- Conducted **user research** to understand customers and car dealerships pain points throughout the entire car buying journey
- Designed a **car dealership branding solution** aimed at increasing visibility across the CarWale mobile and web platforms
- Identified product improvement opportunities and suggested **user engagement** initiatives for higher customer acquisition

2016-04 - 2018-05

Assistant System Engineer

Tata Consultancy Services, Kolkata, West Bengal

- Understood and assisted in **quality assurance** of Citibank client application, Citi Risk Commercial
- Analysed and framed business as well as **functional requirement analysis documents**
- **Managed activities** of six-member Digital Client Files (DCF) testing team under CRC
- Planned and **supervised test execution schedules** and directly involved in client negotiations

Education

2018-06 - 2020-03

MBA: Marketing

SBM, NMIMS, Mumbai - Mumbai

2011-08 - 2015-07

B.E: Power

Jadavpur University - Kolkata

Hobbies

- Avid football enthusiast
- Watching and rating movies and TV shows