

Samiksha Jain

☎ (+91) 9115296077 | ✉ connect.samiksha.jain@gmail.com | 🌐 /sam-iitbhu

Education

Indian Institute of Technology (BHU), Varanasi

B.Tech | CERAMIC ENGINEERING

Jul 2017 - Jun 2021

CPI: 8.61/10.00

Skills

- Proficient in SQL, Google Analytics, Heap, and No Code Tools like Webflow, etc.
- **Skills:** Agile Framework, Market and User research, PRDs, User Journey, UX Design, A/B testing, Product Development, Data Analysis, Roadmapping, Stakeholder Management, Leadership and Communications.
- **Languages:** Python, SQL | **Tools:** Excel, JIRA, Metabase, Whimsical, Figma, Confluence

Experience

Infinity Learn | PRODUCT MANAGER

Hyderabad | Sept 2021 - Present

META JUNIOR [K-5 KIDS LEARNING APP]

- **Led full lifecycle** of Infinity Meta Jr, a B2B kids' app, from ideation to launch. Seamlessly integrated **strategic GTM** approach, achieving **cross-platform innovation** in 3 months.
- Strategically Engineered Infinity Meta Junior, **projecting FY24 revenue of 40 Cr.** Demonstrated *strategic leadership, innovation, and speed* for revenue impact.

SELF LEARN

- **Revamped Self-Learning Module:** Led iterative UI/UX enhancements on mobile and web platforms, driving **student engagement up by 93%** through data analysis-driven improvements.
- **Tripled Conversion Rate:** Optimized user journey and purchase flow, propelling a **3x surge in free-to-paid user conversions** within 90 days. Elevated Self Learn as a pivotal company conversion asset.
- **Secured 10 Lakhs Funding:** Successfully secured funding for **AI/ChatGPT-powered product** to amplify students' active learning.

DOUBTS

- Conceptualised and launched a standalone app for K-12 students that provide rapid doubt resolution with an **average ETA of less than 5 minutes.**
- Achieved **5000+ DAU (increased by 3x), 50,000+ MAU on the Students app** and about **5% auto payments** conversion on the new user sign-up.
- Achieved **300+ DAU (++)1.5x), 800+ MAU** on the Teachers web app, and a **100x growth in 6 months - 500 to 50,000 solutions** on the platform.

GROWTH MANAGER

- **Increased the Digital Lead Conversions** from **1.2% to 2%**, driving sales growth by working in a team of 7 GMs.
- Pioneered "**Learner Score**" for Learner's progress tracking. This, coupled with optimizing the learner journey, **boosted engagement% by 23%** and lifted **student and parent satisfaction scores to 4.3** in monthly PTMs.

INMOBIUS

- **Managed the end-to-end delivery** of the unique B2B2C product from scratch as the largest lead generation platform for inside sales by generating over **1,00,000+ verified leads** in the first 6 months of its inception.
- **Implemented scrum methodologies** and decreased **sprint spillover from 80% to 20%** in just 2 months.

NTT Smart Connect | DATA ENGINEER

Osaka, Japan | Nov 2020 - Sept 2022

ROUTINE WORK ANALYSIS [RWA]

- **Optimised** Pyspark performance using Local Alignment Algo, achieving up to **5x acceleration** in RWA speed, **cutting execution time by 4-5x, and halving AWS costs.**
- Designed the **real-time product performance, usage, and hygiene dashboard with over 35+ charts** for the UX and Sales team for constant monitoring access.

Leadership Experience

JOINT GENERAL SECRETARY | FILM AND MEDIA COUNCIL | IIT BHU

Apr 2019 - July 2020

- **In charge of the financial, creative and administrative** activities of the 6 clubs with 200+ students
- Collaborated with the Director, Deans, & Presidents of the institute on resolutions for the development of the council

CORE TEAM | FMC WEEKEND | IIT BHU

Apr 2019 - Apr 2021

- Refactored Marketing and PR models of the fest, which led to an **increase in revenue by 95%, and reduced costs by 10%.**

Achievements

- **Recognized** as the **Top Performer** thrice at Infinity Learn.
- **Awarded** with IIT(BHU) Gymkhana Award, Certificate of Merit & Special Mention, **ranking 3rd** in merit-based awards.
- Selected for **MIT- India Design, Technology and Social Innovation 2020** among the top 300 students across India.