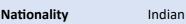
# Gauri Advani

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**Contact** +49 17669466612

E-Mail gauriadvani20@gmail.com

**Birthdate** 02.07.1995





# **Professional Experience**

05.2020 -**Product Manager** 

BYJU'S (Think & Learn Pvt. Ltd.) 11.2023

- Launched user acquisition products across mobile app and website, resulting 40% increase in sales leads and a 6% conversion rate through Process automation and Funnel enhancements.
- Improved the online tutoring platform by implementing various interactive features, resulting in a 20% increase in class participation.
- Improved revenue by 25% and reduced third-party costs by replacing external payment software with a custom in-house payment system.
- Reduced operational delays by migrating daily workflows from backend code to a self-serve internal platform, through no-code automation tools and role-based access controls.
- Led the product roadmap, conducted product research with 50+ stakeholders and translating complex technical solutions into customer-centric products.
- Designed wireframes and user flows using Figma while building a strong understanding of product design.
- Monitored product performance to drive continuous improvements based on user feedback and analytics.

#### 06.2019 -**Project Manager, PMO**

04.2020 BYJU'S (Think & Learn Pvt. Ltd.)

- Restructured in-app user journey and implemented surveys at drop-off points through collaboration with the Product Team.
- Built Net Promoting Score process from scratch and targeted low performing users which boosted app retention by 5%.
- Designed onboarding and engagement journeys in Clevertap, reducing churn rate by 25%.
- Led a team of 6 mentors and reduced refunds by 20% through deploying a 1:1 mentorship platform and prioritising low performers.
- Increased renewals to 12% by upselling new products to existing users through mentorship platform.
- Provided regular user analysis to internal stakeholders to track user progress and identifying areas for improvement

#### **Internship in Digital Marketing** 06.2018 -

Eckovation Learning Pvt. Ltd. 08.2018

- Increased organic traffic and improved search rankings by creating targeted content marketing.
- Boosted domain authority from 22 to 40 in 2 months by executing targeted SEO and content initiatives.
- Drove web traffic by writing multiple answers on Quora and Reddit.
- Secured 2 high-quality backlinks by creating authoritative content on relevant platforms, enhancing domain authority and search rankings.





07.2017 Delhi Technological University, Delhi, India

05.2019 Degree: Master of Business Administration

- Demonstrated teamwork and leadership skills as a member of Cultural Society and planned various Cultural events.
- Participated in Business Clubs and published a Research Paper on "Impact of Unethical Advertisements on various Stakeholders."

07.2013 The IIS University, Jaipur, India

06.2016 Degree: Bachelor of Commerce

- Secured 2nd Rank in Bachelor of Commerce.
- 2-year Diploma in Fashion Designing.



# **Certificates and Achievements**

- Generative AI for Business Leaders by LinkedIn Learning (August 2025)
- Awarded "Best Employee" in 2022–2023 for successfully leading the launch of three major product updates.
- Google AdWords Fundamentals (online course, 2018)
  - Modules Google Ads Overview, Campaign Types, Keyword Targeting, Bidding Strategies, Quality Score, Domain Authority, Performance Monitoring.
- Advanced Excel for Business Analysis by ForeVision Academy (in 2017)
  - Modules Data Analysis Tools, Advanced Formulas, PivotTables & Charts, Dashboarding, What-If Analysis, Macros & VBA, Scenario Manager.



### Language

- German Intermediate (B2.1)
- English Proficient (C1)
- Hindi Mother Language (C2)



## **Computerskills**

- SAAS products: Slack, Salesforce, Canva, Airtable, Zendesk, Google Analytics, Redash, GMass, MS Office.
- Project management products: Firebase, JIRA, Basecamp
- Design products: Figma, Canva, Balsamiq
- CRM products: CleverTap, LeadSquare



### Hobby

• Cooking, Sketching, Traveling and Exploring, Listening to Indian Music, Playing Badminton and Cricket.