

Gauri Advani

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Professional Experience

05.2020 - **Product Manager**
11.2023 BYJU'S (Think & Learn Pvt. Ltd.)

- 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

06.2018 - **Internship in Digital Marketing**
08.2018 Eckovation Learning Pvt. Ltd.

- 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.

Education

- 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.