

I'm a Data-driven Product Manager with 5+ years experience building strong Web & Mobile App products with usability-centered UI/UX design. My experience specializes in building, scaling & monetizing Products to align with Customer needs and Business objectives. Currently I'm a PM at Stockal building Data /ML products and previously worked at Moneycontrol on products impacting 30MM+ users & growing users 130% in 2 years.

**Stockal**, Bangalore - India

2019 - current

## Senior Product Manager

- Driving Product Growth & Users from 15k to 65k Paid Users in 6 months
- Built Data /ML products that generate \$1.2MM+ in transactions daily on the platform and created a new revenue stream
- Integrating 3rd-party Data Cloud APIs onto Stockal to build new features
- Building internal data pipelines to better integrate Customer Support, Tech, Marketing & Sales with external Partners & Customers
- Solution-architecting cost-effective Cloud solutions for Stockal products & diagnosing problems with Tech, Customer Support & Sales teams

**Moneycontrol Network18**, Mumbai - India

2017 - 2019

## Product Manager

- Built Web & Mobile App News-products for 22MM+ Unique Users & generated 46MM+ PageViews on Election-day 2019
- Envisioned the product roadmap & growth strategy of MC News increasing Unique Users by 130% in 2 years
- Managed growth, monetization and content-partnerships
- Ideated and launched new innovative products for improving Reach, Content-Distribution, Discovery & User-Engagement
- Developed MC Pro subscription product & subscription revenue stream
- Developed user-monetization channels such as News on Google Home
- Optimized SEO KPIs for boosting Organic Traffic & Organic Ad-Revenue
- Utilized Data Analytics to identify user pain-points, product gaps & optimizing UI/UX flows
- Collaborated extensively w/ Google & Amazon on new initiatives as part of their early access Partner programs
- Improved stakeholder productivity by automating operational workflows & streamlining processes

**Equitymaster**, Mumbai - India

2016-2017

## Product Marketing Manager

- Managed subscriber-growth of 5 MinWrapUp's 2.5 lakh subscribers.
- Worked on 5 MinWrapUp's user-acquisition through AdWords, Display, Native, Programmatic Ads, Affiliate Ads, Facebook Ads & organically
- Performed Marketing Analytics & developed targeted campaigns & sales funnels to generate +RoI on Ad-Spends & optimize CAC-to-LTV
- Identified best traffic-acquisition (TA) channels by measuring, LifetimeValues, CAC, Zero-Day Conversion Rates & Payback periods

**MyLegalNet**, Mumbai - India

2015-2016

## Product & Growth Marketing Manager

- Responsible for the platform's Product Growth, Growth Marketing & driving Lawyer & Customer Acquisitions

**Azora**, India

2007-2014

## Entrepreneur & Option Trader

- Developed Algo-trading models for Stocks & Options

## Key Skills

### Product Strategy

Go-to-Market • Minimum Viable Product • Roadmapping • Product Market Fit • Validation • Subscription Pricing

### Product Dev & Ops

Agile Scrum • JIRA • FreshDesk • Cloud SaaS • Content Management Systems (CMS) • GitHub Site Reliability (SRE) • Postman

### Design UI/UX & Wireframing

Adobe xD • Adobe CC • Figma • Sketch • Zeplin • InVision

### Tech

SQL • JSON RestAPIs • CSS3

### Cloud SaaS

AWS, Google Cloud, Azure, Digital Ocean

### Data Analytics

Google Analytics • Firebase • SQL • MixPanel • MongoDB, Google Data Studio • Python • Excel

### Growth Marketing

PPC Paid Marketing • Customer-Acquisition • Predictive Marketing Analytics • Marketing Automation

## Education

Virginia Tech, BSc. in Electrical Engineering 2006

## Awards

Employee of the Month, Moneycontrol, Network18 Dec. 2018

## Certifications

CSPO & CSM Certified, KnowledgeHut 2018

