

I am a Product Manager with a passion for building strong Data Engineering-driven Products with usability-centered UI/UX design.

I have 10 years overall, 6 years Product experience specializing in building, scaling & monetizing Web & Mobile Apps to align with Customer needs and Business objectives. At Stockal I built Data /ML products which generated \$1.2MM in daily transaction revenue and previously worked at Moneycontrol on products impacting 30MM+ users, growing users 130% in 2 years.

Stockal, Bangalore - India

2019 - 2020

Senior Product Manager

- Led Product Growth increasing Paid Users from 15K to 65K in 12 months
- Built "Stacks" a Data/ML product generating \$250K revenue in 6 months
- Built new features on Stockal by integrating 3rd party Cloud Data APIs
- Solution-architected cost effective Cloud solutions with Tech for new Product releases, improving Agile-Dev & release-cycles
- Reduced Operational issues & Customer Support tickets by building Dashboards & Alerts automating and streamlining internal DevOps
- Diagnosed Customer operational issues with Customer Support & Tech

Moneycontrol Network18, Mumbai - India

2017 - 2019

Lead Product Manager

- Strategized product roadmap & growth strategy for MC News increasing Unique User DAUs by 130% in 2 years
- Built Web & Mobile App News-products for 22MM+ Unique Users & generated 46MM+ PageViews on Election-day 2019
- Managed growth, monetization and content-partnerships
- Ideated and launched new innovative products for improving Reach, Content-Distribution, Discovery & User-Engagement
- Worked on MCPro Subscription-product & Subscription-revenue stream
- Developed user-monetization channel for MC 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 program
- 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 LTV-to-CAC
- Identified best traffic-acquisition (TA) channels by measuring, LTVs, CAC, Zero-Day Conversion Rates & Payback periods

MyLegalNet, Mumbai - India

2015-2016

Product & Growth Marketing Manager

- Responsible for driving Lawyer & Customer Acquisitions on the platform

Azora, India

2007-2014

Entrepreneur & Option Trader

- Actively traded Stock Options and developed automated Algo-models

Key Skills

Product Strategy

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

Product DevOps

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

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 360 • Firebase • MixPanel • Google Data Studio • Excel 365 • DataDog

Growth Marketing

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

Education

Virginia Tech,
BSc. in Electrical
Engineering 2006

Awards

Employee of the
Month - Moneycontrol
Network18 Dec. 2018

Certifications

CSPO & CSM Certified,
KnowledgeHut
2018