

CSPO & CSM certified Product Manager w/ 10 years experience building, scaling & monetizing products

Objective: to build Web & Mobile Apps with strong user-growth, engagement & monetization.

My experience specializes in developing Web & Mobile Apps end-to-end from ideation, wireframing, Tech implementation, Data Analytics, QA/QC testing & release.

KEY SKILLS: SaaS | E-commerce | Media Content | Mobile Apps | Mobile Payments | PPC Paid User-Acquisition | Data Analytics | UI/UX wireframing | Product Strategy | AGILE Scrum Project Mgmt.

Work Experience:

Senior Product Consultant, Stockal.com (Fintech Startup, Bangalore)

Dec 2019 – Present

- Developing Stockal's investment-platform for B2B partners, B2C investors & B2B2C brokerages
- Developing Stockal's first iOS /Android (React Native) mobile app
- Creating value-added financial products by integrating 3rd party APIs & data sources
- Leading a team of 10 Developers, QC Tester, UI/UX Designer & other stakeholders

Product Manager, Moneycontrol.com Network18 (Media Co. Mumbai)

Oct 2017 – Sept '19

- Generated 22+MM Unique Users on Election Results Day w/ highest PageViews on Moneycontrol (46+MM) and Moneycontrol News (30+MM) outperforming Times Internet
- Lead PM for the Budget 2019, Elections 2019 & Cricket World Cup special-event projects
- Envisioned the product roadmap & growth strategy for MC News
- Increased user-growth DAUs on MC News by 130% unique-users over 2 years
- Ideated and launched new innovative products for improving reach, distribution, discovery & usage
- Executed several focused branded content microsites for Corporate Clients, Business & Sales teams
- Managed the growth, monetization and content-partnerships of MC News
- Strategized monetization opportunities with Business, Ad Sales teams & external partners
- Developed new revenue streams and user-monetization channels on external properties such as AMP pages, FB Instant Articles, Amazon Alexa, Google Home & YouTube
- Coordinated with internal, external stakeholders & cross-functional teams on POCs & new products such as MC Subscription Service, MC chatbot & AI-driven spam filter bot on MC Forum
- Performed day-to-day Site Reliability Engineering (SRE) and operational maintenance on MC News
- Optimized UI/UX for improving engagement, session, load times & other SEO KPIs
- Utilized Google Analytics to identify user pain-points, product gaps & optimize user experience
- Developed and launched news flash briefing Skills for Amazon Alexa & Google Home
- Collaborated extensively w/ Google on new initiatives as part of the early access partner program
- Reduced the operation workflow & streamlined processes for stakeholders

Product Marketing Manager, *Equitymaster.com* (Media Co. Mumbai)

May 2016 – Feb '17

- Managed Growth-Marketing of *5 MinWrapUp* – email list size of 2.5 lakh daily active subscribers (DAUs)
- Worked on user-acquisition & user-growth for *5 MinWrapUp* through Google SEM AdWords, Display, Native, Programmatic, Facebook Ads and organically through Equitymaster.com
- Utilized Marketing Analytics to develop targeted campaigns, sales funnels & sales offers
- Utilized Marketing Analytics to create look-alike audiences & to maximize conversion-rates (CVR)
- Measured LifetimeValues, CAC & Zero-Day conversion rates for identifying best traffic acquisition sources
- Reported daily campaign performance stats to senior management and staff
- Coordinated campaigns w/ diverse teams of internal stakeholders Legal, Tech, Editorial & Copywriters

Digital Marketing Manager, *MyLegalNet* (SaaS B2B/B2C Legal platform, Mumbai)

Mar 2015 – Apr '16

- Performed content marketing campaigns to drive organic user acquisition & user growth
- Developed content strategy, content marketing & managed social media campaigns
- Created a mobile-friendly responsive landing page for MyLegalNet.com & Shriyais.com (parent co.)

Fintech Entrepreneur & Product Developer (*Azora*)

2007 - 2014

- Worked on developing a zero-commission Fintech Brokerage
- Built a product beta (MVP) and generated test data for POC validation
- Worked on the product go-to-market strategy, SaaS & AI tech implementation

Webmaster & Network Admin, *Virginia Tech Office of Sponsored Programs* (research.vt.edu) 2002 - '06

- Optimized the website UI/UX using CSS, Adobe Flash & JavaScript
- Managed the department LAN network, system admin, tape backups & software updates

Technical Skills:

Cloud SaaS	AWS, Google Cloud Platform, Azure, Digital Ocean
Coding	C++, Python, CSS 3, JavaScript, HTML 5
Wireframing & Mockups	Adobe CC (Photoshop, xD), GIMP, Sketch, Zeplin, InVision
Analytics (web & mobile apps)	Google Analytics 360, Data Studio, Firebase, MixPanel
Project Management	AGILE Scrum, JIRA, GitHub

Education: Bachelors in Electrical & Computer Science

Virginia Polytechnic Institute & State University, 2006

Awards: Network18 Employee of the Month, *December 2018*