Lionel Cardoza

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CSPO & CSM certified Product Manager with 5 years experience building, scaling & monetizing products

Objective: to develop Web & Mobile App products w/ strong user-growth, engagement, retention & monetization. My experience specializes in building content products, marketplace platforms, subscription services, mobile payments, paid user-acquisition, data analytics, UI/UX wireframing, product strategy and AGILE Scrum Project Management of Web & Mobile App projects.

Education: Bachelors in Electrical & Computer Science
Virginia Polytechnic Institute & State University, 2006

Work Experience:

Product Consultant, *Stockal.com (Fintech Startup, Bangalore)*   *Dec 2019 – Present*

- Developing a marketplace investment-platform for B2B partners, B2C investors & B2B2C brokers
- Integrating APIs from 3rd party vendors for powering Stockal's platform with financial data
- Developing an iOS /Android native Mobile App with features for driving conversion-goals & monetization
- Coordinating w/ stakeholders, resources & QA testers to ensure timely product releases

Product Manager, *Moneycontrol.com Network18 (Media Co., Mumbai)*   *Oct 2017 – Sept '19*

- Achieved highest ever PageViews on Moneycontrol (46+MM) and Moneycontrol News (30+MM) on Elections 2019 Results Day with 22+MM unique users, outperforming Times Internet
- Product Lead 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

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Product Marketing Manager, _Equitymaster.com_ _(Media Co. Mumbai)_   _May 2016 – Feb '17_

- Managed the growth of _5 MinWrapUp_ – an email list size of 2.5 lakh daily active subscribers (DAU)
- Responsible for user-acquisition & user-growth of _5 MinWrapUp_ through affiliate 3rd party channels, Google SEM AdWords and organically through Facebook & Equitymaster.com website
- Developed marketing campaigns, sales funnels & offers using Analytics to maximize conversion
- Utilized Marketing Analytics data of audience interests & behaviour for creating targeted campaigns
- Measured user LifetimeValue, CAC & Zero-day conversion value to identify best traffic acquisition sources
- Reported daily campaign performance stats to senior management and staff
- Coordinated campaigns w/ diverse team 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 fintech product offering zero-commission brokerage trading
- Iterated, back-tested & optimized the Algo model to improve prediction
- Built the 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

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Technical Skills:

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

**Awards:** Network18 Employee of the Month, _December 2018_