

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

Objective: to apply my experience building web & mobile products with a focus on user-growth, engagement, retention & monetization.

My experience specializes in B2C Marketplaces, Content products (CMS), Subscription products, Mobile Payments, MarTech, AdTech, Paid User Acquisition, Data Analytics, UI/UX Wireframing, Product Strategy and Project Management (AGILE Scrum) of large Web projects & App releases.

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

Work Experience:

Product Manager, Stockal.com

Dec 19 – Present

- Developing a global investment platform for Stockal users (B2C) to invest in NYSE, Nasdaq, LSE, SGX
- Enabling partner banks (B2B) to invest globally in NYSE, Nasdaq, LSE & SGX

Product Manager, Moneycontrol.com Network18

Oct 17 – Sept 19

- Achieved highest ever PageViews on Moneycontrol (46+MM) and Moneycontrol News (30+MM) on Elections 2019 Results Day with Unique Users of 22+MM 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 of DAUs by 130% unique-users on Moneycontrol News 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 operation workflow & streamlined processes in the Content Management System (CMS)

Product Marketing Manager, *Equitymaster.com*

May 16 – 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 Lifetime Value & 0-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 (mylegalnet.com)*

Mar 15 – Apr 16

- Performed content marketing campaigns to drive organic user acquisition & user growth
- Developed content marketing, content strategy & 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 to enable 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

Technical Skills:

Cloud	AWS (Lambda, S3, EC2), GCP, Azure
Coding	C++, Python, CSS 3, JavaScript, HTML 5
Wireframing & Mockups	Adobe CC (Photoshop, xD), GIMP, Mosaiq, Balsamiq
Analytics (web & mobile apps)	Google Analytics 360, Firebase, MixPanel, Amplitude
Project Management	AGILE Scrum, JIRA, GitHub

Awards: Network18 Employee of the Month, December 2018