

Contact

medhaahuja20@gmail.com

www.linkedin.com/in/medha-ahuja
(LinkedIn)

Top Skills

Strategy

User Experience (UX)

UX Research

Certifications

Product Analytics

Business Metrics for Data-Driven
Companies

Foundations of Business Strategy

Python Data Structures

Create a no-code responsive
website with Webflow

Honors-Awards

Proficiency Award In AISSCE

Highest Aggregate Score in 2016-19

Medha Ahuja

Product@ Graphy by Unacademy | B2B SaaS & B2C | Driving MRR
Growth, Conversion Optimization, and Seamless User Onboarding |
Data-Driven Strategist

Bengaluru, Karnataka, India

Summary

Hi, I'm Medha Ahuja, a Product Manager specializing in B2B SaaS and B2C products. As an accidental PM and an economist, I thrive on solving problems and crafting experiences that delight users. With a deep-rooted empathy for users and a passion for understanding their needs, I translate insights into innovative solutions.

At Graphy by Unacademy, I improved signup conversions by 30%, scaling the platform to 5M+ users, and boosted revenue by 18% through seamless integrations. My SEO initiatives drove a 10% rise in organic traffic. Previously, at Infinity Learn, I launched gamified features and led the SCORE scholarship test, generating over #10M in revenue.

My core skills include product strategy, UX design, stakeholder management, and driving cross-functional collaboration. I thrive in fast-paced environments, high agency and a vision to deliver results.

Let's connect to build something extraordinary together!

Experience

Graphy Inc.

Product Manager

February 2023 - Present (2 years 6 months)

Bengaluru, Karnataka, India

- Spearheaded a self-serve onboarding feature that scaled to 500+ creators and 5M users, increasing signup conversions by 30% within two months.
- Boosted monthly revenue by 18% by integrating community features with the course platform, enhancing creator engagement.
- Elevated organic traffic by 10% over three months through targeted SEO strategies, on-page optimization, and technical enhancements.

- Improved Net Promoter Score (NPS) by 12% and achieved an 8% revenue uptick by launching subscription pricing plans integrated with Stripe and PayPal.

Infinity Learn

1 year 2 months

Associate Product Manager

May 2022 - February 2023 (10 months)

Hyderabad, Telangana, India

- Helped the company to generate \$10M+ in revenue by launching the Scholarship Test, reaching over 1M participants.
- Boosted user participation by 20% by transitioning the scholarship test to an anytime format based on user feedback.
- Achieved a 30% increase in session duration by gamifying the user experience with badges, coins, and leaderboards.
- Enhanced content discovery with a 22% click-through rate by introducing a robust search feature powered by OpenSearch.

Management Trainee

January 2022 - April 2022 (4 months)

Hyderabad, Telangana, India

- Worked directly with the CEO to solve the lead-generation problem through the SCORE exam, collaborating with marketing, customer success, sales, and engineering for seamless implementation.
- Partnered with the data science team to set up data systems, enabling the company to incorporate data-driven insights into strategic conversations and decision-making.
- Streamlined decision-making across departments by creating a unified dashboard showcasing key performance indicators (KPIs).

Urban Company

Product Analyst

September 2021 - October 2021 (2 months)

India

Inc42 Media

Product Analyst

March 2021 - May 2021 (3 months)

Delhi, India

Enactus USS

Project Lead

October 2019 - December 2020 (1 year 3 months)

1. Built an e-waste project- DWIJ, upcycling the e-waste into useful products.
2. Conducted market research and prepared an online survey on e-waste generation.
3. Collaborated with an NGO and two online selling channels.

Placement Cell, Department of Economics, GGSIPU

Student Placement Coordinator

October 2019 - December 2020 (1 year 3 months)

New Delhi, Delhi, India

- Channelized linkedIn platform to increase the reach of placement cell by 50x.
- Connected with Alma mater and worked upon various strategies to approach companies.

Observer Research Foundation

Research Analyst

September 2020 - November 2020 (3 months)

Econfinity

Research Analyst

August 2020 - September 2020 (2 months)

Retain The Star

Business Development Manager

May 2020 - July 2020 (3 months)

- Did a market research study on the contractual job market in India and US.
- Connected with 100+ HRs and founders and discussed the 'Talent Loans' concept.
- Received training on the Zoho platform and learned communication strategies in virtual age.

dToks | Talks that DeTox

Ambassador

May 2020 - June 2020 (2 months)

- Helped to spread awareness about mental health on social media platforms.
- Cleared various myths regarding mental health through blogs and interaction with people.

FamPay

Operations Executive

July 2019 - August 2019 (2 months)

Gurgaon, India

- Recruited 100+ college students and headed a team of 50+ campus ambassadors (CA) and achieved 20k+ app downloads in 2 weeks.
- Brainstormed on various strategies to generate awareness about financial literacy among teens.
- Conducted spend smart workshops in Delhi Schools and interacted with 500+ students.

The Economics Society, Shivaji College

Event head

November 2018 - April 2019 (6 months)

New Delhi Area, India

One of the organiser of the Annual Inter College Festival "PARETO"

Women Development Cell, Shivaji College

Organiser

July 2018 - January 2019 (7 months)

Worked as an organiser during the International Seminar on Gender Parity: Issues and Challenges

Shivaji College

Participated in 2 day workshop on "Research Methods using IBM SPSS Statistics"

September 2018 - September 2018 (1 month)

Coffee table book "The Change Makers"

Author

July 2017 - February 2018 (8 months)

New Delhi, Delhi

Contributed as author in the making of the book- ' The Change Makers' released by women development cell

National Service Scheme

Student Volunteer

July 2016 - April 2017 (10 months)

New Delhi Area, India

- Been a part of plantation drive
- Taught 40+ students from village nearby

- Active role in road safety campaign and participated in swachh bharat abhiyan

Education

Stoa School

General Management Program · (January 2022 - June 2022)

Guru Gobind Singh Indraprastha University

Master of Arts - MA, Economics · (2019 - 2021)

Delhi University

Bachelor's degree, Economics · (2016 - 2019)

Bal Bharati Public School - India