

# G.Indrani

Sr. Product Analyst | Next Leap PM Fellow | Product Lifecycle Management| B2B PM

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## WORK EXPERIENCE

### Head Digital Works Pvt. Ltd. (A23) | Hyderabad, India

Sep'22-Present

Head Digital Works is a leading platform for Real Money Gaming (RMG) in India, offers a range of online card games like Rummy & Poker.

#### Sr. Product Associate

Served as B2B , B2C Product growth point of contact, for **retention, acquisition teams** of Real Money Gaming users for Rummy and Poker Platform.

- **Reward Rush- Player Retention and Revenue Growth Framework - Retention**
  - Designed a tiered reward framework for **57,000+ daily active users**, increasing adoption by 40% and boosting game time retention by **30%**
  - Increased **40% adoption for campaign** and **30% retention in average game time** among 12000 user base of high profiting players WoW.
  - Scaled the program further to finalize **50 cohorts for 1.5 Lakh users**, basis their purchasing power, redeems, platform engagement pattern.
  - Designed and implemented **15 earn-and-burn model frameworks** with multiplier-based reward release configurations, driving a 40% increase in games per user at the Gold Ace level and significantly boosting player loyalty.
  - Implemented **4 distinct reward types** and consumption systems to enhance user instant gratification for milestone completion levels.
- **Bundled Missions - New User Engagement and Retention - Acquisition**
  - Led the product feature development strategy in collaboration with product leadership to drive a 0 to 1 increase in D7 retention metrics, significantly enhancing the engagement of 3 lakh daily active new users.
  - Designed and launched a **streak-based bundled mission framework** with improved feature identification , progress tracking , reward credit journey, tiered multiple missions type (play , win , wager , add cash) framework to drive daily user retention for **D3 from 30% to 45%** for 1 Lakh new users.
  - Created **7 cohorts** based on the analysis of first purchase patterns of new users, scaling the user base from low-profit to high-value segments.
  - Increased **D1 retention** from **60% to 80%** by introducing **collective reward systems** to enhance motivation & retention by milestone completions.
- Optimized cross-functional workflows by integrating a JIRA Kanban system and BI-driven auto-mailer, streamlining CRM sign-off processes and reducing backlog/issues by **60%**, enhancing operational efficiency.
- Managed **40+** user storyboards and 10 tech spaces in JIRA, overseeing the delivery of 30+ cross-functional product campaigns, ensuring alignment across product, marketing, and tech teams for month on month Product Roadmap feature release cycles.
- **Presented 10+ feature improvement proposals post-launch to leadership**, with data insights, competitor benchmarking, and data-driven analysis.
- Created over **40** feature and product usage concept documents and delivered product training sessions for campaign execution and consumer success teams, improving product value articulation and feature adoption.

### Meritto (Formerly NoPaperforms) | Gurgram, India

Nov'20-Aug'22

An Edtech SaaS company B2B with customizable tools for educational institutions for easier admission applications and payments

#### Team Lead - Product Specialist

- **Onboarding and Platform Integration - HS market**
  - Served as B2B PM & Led a team of 5 overseeing **integration processes for an end-to-end SaaS** tool for 35+ institutions across HSM having a 65% boost in customer satisfaction.
  - Served as the primary Product Owner for over 50 successful SaaS platform integrations, overseeing API implementations , WABA , widget , chatbot , domain white labeling process and communication setup, customized dashboard features tailored to client MoUs.
  - Provided training & facilitated product usage integration for **37+** institutes, through tailored workshops & webinars spiking a **30 % tool adoption**.
- **Post application candidate Interview automation**
  - Implemented post application automation tool for **18** Institutes resulting in a **25% increase** in the UX ratings which included evaluators and students.
  - Improved interview **scheduling efficiency by 25%** integrating interview vendor platforms such as GMeet and Microsoft Teams into the candidate application dashboard, streamlining the online interview scheduling and meeting process.
  - Integrated scorecards on evaluator dashboards enabling simultaneous scoring, submission,& rank generation for **30% reduction in evaluation time**.
- **NIAA Chatbot Model**
  - **Integrated 50+ NLP-based chatbots** with automated contextual workflows, utilizing intent-entity recognition and response flow design on platforms like Dialogflow, incorporating word embedding for both button and free-text input formats.
  - **Boosted lead conversion by 30%** and reduced application drop-offs by **20%** for **20** premium institutes, impacting a student base of over 50 lakh.
- Partnered with the Sales team to develop product demo modules, enhancing pitch effectiveness by **20%** and reducing client turnaround time.

## AREA OF EXPERTISE

**MARKETING EXPERIENCE :** Go-to-Market Strategy | Campaign Management | Feature Concept Documents | Campaign communication outreach framework design | Segmented Product Positioning & Messaging | User Funnel Marketing Strategies

**TECHNICAL SKILLS :** JIRA | CleverTap | Plotline| Whimsical | Figma | Zoho Projects | Zendesk | DLT mapping | SQL |SaaS Product Marketing

**PROFESSIONAL SKILLS :** Strategic Planning | People Leadership | Data driven decision making | User Research |Journey Mapping | Customer Experience | Stakeholder Management | Wireframing | A/B Testing | Product Lifecycle management | Messaging and Positioning | Sales Enablement

## EDUCATION

Apeejay School Of Management

2019-2021

MBA in Marketing

GPA : 95 (Silver medalist)

SRM University

2015-19

B.Tech in Civil Engineering

Cumulative GPA : 8.4