SOUMYA MUKHERJEE

Pune, Maharashtra, India | +91-8978630885 | contactsoumyam@gmail.com

linkedin.com/in/contactsoumyam | ramblersm.medium.com

5 years of product management and 10 years of overall experience in technology and leadership roles.

PROFESSIONAL EXPERIENCE

Self-Employed | Pune   March 2023 - Present

Independent Professional Development

- Got Udemy certification on 'The Product Management for AI & Data Science 2023' to break into AI product management
- Enabling product companies to conquer **cutting-edge SaaS challenges** through engaging and actionable **blog posts**
- Developed '5Films' - a **personalised** movie recommendation web app to drive **user engagement** and **CSAT**

JioSaavn | Mumbai (Remote)   July 2021 - March 2023

Senior Product Manager, Ad Platform   April 2022 - March 2023

Business Goal: Execute new customer-centric growth strategy for JioSaavn ads **through robust Data & Analytics products**

- Developed annual **B2B SaaS product and data roadmap** for managing 1000+ ad campaigns for a scale of 50M+ users
- Led cross-functional teams to build **Kafka ElasticSearch Dashboards** resulting in 25% growth in data adoption in 2 quarters
- Led Engineers and Product Managers to build a **Sales Analytics platform** to improve Sales efficiency by 30% in 1 quarter
- **Led product growth** for JioSaavn Dynamic Audio ads innovation in the Indian ads market generating **revenue of >$100K**

Product Manager, Ad Platform   July 2021 - March 2022

- Built a **robust analytics product** that enhanced campaign reporting for customers and **grew quarterly engagement** by 28.5%
- Led teams to upgrade PHP APIs to Python and **reduce ads API failures**, reducing quarterly support tickets by 20%
- Led strategic customer initiatives and automated **data discrepancy alerts** leading to a **20% increase in customer satisfaction**
- **Integrated Google Analytics 4 metrics tracking** to improve customer-driven **platform adoption by 25%** in two quarters

OZiva | Mumbai (Remote)   June 2020 - June 2021

Product Manager, Digital Commerce Products

- Streamlined **payment gateway integration** for OZiva's e-commerce site which **cut costs by 70%** and reduced **churn by 50%**
- Built subscription product 'OZiva Prime' with **community benefits** that **improved customer retention rate by 25%**
- Built cash-back product 'OZiva Cash' that **increased monthly repeat purchases by website customers from 22% to 40%**

Pro Bono Projects | Kolkata (Remote)   January 2020 - June 2020

One-take-prog Productions | Bengaluru   April 2019 - December 2019

Founder

- Conceptualised 'otpFirst' platform to **improve royalty payments** to independent artists (up to 70%) using Blockchain ledgers

Jivox | Bengaluru   May 2018 - April 2019

Senior Product Manager, Ad Platform

- **Scaled integration with data partners** like Breezometer to **improve ad relevance** for end users by 25%
- Upgraded **customer data privacy policies** to enable data compliance **as per GDPR** and mitigated legal risks worth €10M
- Created a canvas studio product **to help campaign managers** and **reduce campaign development time by 15%**

Microsoft | Hyderabad   October 2014 - March 2017

Associate Consultant (IoT and Microsoft Azure)

- Spearheaded functional tests to launch **cloud-connected vehicles network for North America and China customers** worth $175M

Deloitte US India | Hyderabad   July 2013 - October 2014

Technology Risk Consultant

- Engineered product solutions for clients to **source large-scale Identity and Access Management projects worth $15M**

EDUCATION

Indian School of Business | PGP (MBA equivalent) in Management | Hyderabad   April 2017 - April 2018

Malaviya National Institute of Technology | B.Tech. Computer Engg. | Jaipur   July 2009 - June 2013

OTHER INTERESTS

- Cooking, Writing, Practicing Yoga, Progressive Rock patronage