

**Soumya Mukherjee**  
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## WORK EXPERIENCE

### **Prefr - a CRED entity | Senior Product Manager** (Sep 2023 - Present)

- Reduced marketing costs by 65% via an AI-driven dedupe API for pre-campaign optimization.
- Cut campaign time from 2 days to minutes by launching an in-house audience manager platform.
- Lowered campaign reporting TAT by 95% by integrating Prefr's communication platform with MoEngage.
- Optimized CAC by 1.5% via Rewards platform integration across multiple business units.
- Launched Rewards platform with 50% user adoption in 5 months through personalised engagement strategies.

### **JioSaavn | Senior Product Manager** (Jul 2021 - Mar 2023)

- Led Ad Tech roadmap execution for 80M MAUs, managing PMs and driving monetization.
- Launched and drove the adoption of dynamic audio ads that generated monthly revenue worth over \$100K.
- Created analytics products, enhancing campaign tracking and improving engagement by 28.5%.
- Migrated PHP APIs to Python, reducing API failures by 20% and enhancing ad platform stability.

### **OZiva | Product Manager** (Jun 2020 - Jun 2021)

- Optimized payment gateway integration for OZiva's website, to cut costs by 70% and reduce churn by 50%.
- Built 'OZiva Prime' subscription product with community benefits, improving user retention by 25%.
- Designed and launched 'OZiva Cash' cashback product, increasing repeat purchases from 22% to 40%.

### **Jivox | Senior Product Manager** (May 2018 - Apr 2019)

- Improved ad targeting by 25% by improving ad relevance, via integrations with partners like Breezometer.
- Upgraded GDPR compliance policies of Jivox IQ ad platform, mitigating €10M in legal risks.
- Built 'Canvas Studio' for brands to create high-quality ads, reducing ad development time by 15%.

### **Microsoft | Associate Consultant** (Oct 2014 - Mar 2017)

- Led functional tests for a \$175M cloud-connected vehicle network in North America & China.

### **Deloitte US India | Technology Risk Consultant** (Jul 2013 - Oct 2014)

- Implemented user-centric solutions for \$15M enterprise identity and access management projects.

## PROJECTS & ENTREPRENEURIAL EXPERIENCE

### **Independent Professional Development** (Mar 2023 - Present)

- Exploring AI-based prototyping through side projects to refine growth strategies.
- Writing [thought leadership articles](#) on Product Management on Medium.

### **One-Take-Prog Productions | Founder** (Apr 2019 - Dec 2019)

- Conceptualised 'otpFirst' Blockchain platform to improve royalty payouts for independent artists.

## EDUCATION

- **Indian School of Business** | PGP (MBA equivalent) in Management | Hyderabad (2017 - 2018)
- **Malaviya National Institute of Technology** | B.Tech. Computer Engg. | Jaipur (2009 - 2013)

## CERTIFICATIONS

- Advanced Product Management: Leadership & Communication (Udemy, 2024)
- The Product Management for AI & Data Science (Udemy, 2023)

## SKILLS & EXPERTISE

- Product Strategy & Roadmap | AI-Driven Growth | A/B Testing | Data-Driven Decision Making
- GTM Strategy | Customer Retention | SaaS & Fintech | Agile & Experimentation