

# 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.
- Lowered campaign reporting turnaround by 95% through MoEngage integration.
- Optimized CAC by 1.5% via Rewards platform integration across multiple business units.
- Drove 50% user adoption of Rewards in 5 months through engagement strategies.

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

- Led Ad Tech roadmap execution for 80M MAUs, managing PMs and driving monetization.
- Developed AI-powered ad segmentation, boosting engagement by 25% in one quarter.
- Built analytics tools, improving campaign tracking and engagement by 28.5%.
- Migrated PHP APIs to Python, reducing API failures by 20% and enhancing stability.

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

- Optimized payment gateway, cutting costs by 70% and reducing churn by 50%.
- Built 'OZiva Prime' subscription, improving user retention by 25%.
- Developed 'OZiva Cash', increasing repeat purchases from 22% to 40%.

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

- Improved ad targeting by 25% via data integrations with partners like Breezometer.
- Upgraded GDPR compliance, mitigating €10M in legal risks.
- Built 'Canvas Studio', 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 IAM solutions for \$15M+ enterprise security projects.

## PROJECTS & ENTREPRENEURIAL EXPERIENCE

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

- Exploring AI-based prototyping through side projects to refine growth strategies.

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

- Developed '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

### **OTHER INTERESTS**

Cooking, Writing, Practicing Yoga, Producing Music