SOUMYA MUKHERJEE

Mumbai, Maharashtra, India | +91-8978630885 | contactsoumyam@gmail.com
linkedin.com/in/contactsoumyam | ramblersm.medium.com

6+ years of product management experience and over 10 years in technology and leadership roles.
Proven expertise in product roadmap development, product marketing, client experience, and data-driven strategies.

WORK EXPERIENCE

CreditVidya - a CRED entity | Senior Product Manager, Growth Charter — Sep 2023 - Present

- Developed a Rewards platform with a 50% average adoption rate in 5 months
- Executed audience intelligence strategies, increasing campaign performance by 35% over multiple quarters
- Led A/B testing for the Rewards platform, resulting in a 25% rise in user engagement
- Implementing early rejection of unsuitable customer profiles to enhance funnel quality and reduce costs by 20%
- Hired 3 key roles in 8 months by interviewing 30+ candidates, enhancing skills and cultural fit for product success

Independent Professional Development — Mar 2023 - Sep 2023

JioSaavn | Senior Product Manager — Jul 2021 - Mar 2023

- Developed annual product roadmap for B2B SaaS products, resulting in the execution of 1000+ ad campaigns
- Led cross-team collaboration to develop an ads data platform, increasing user adoption by 25% in a quarter
- Managed product marketing and client experience to launch dynamic audio ads adding revenue worth over $100K
- Designed a robust analytics product that enhanced campaign reporting and grew platform engagement by 28.5%
- Upgraded PHP APIs to Python, reducing ads API failures and user support tickets by 20%
- Automated tracking of user experience metrics for SaaS products, increasing adoption by 25% in two quarters

OZiva | Product Manager — Jun 2020 - Jun 2021

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

Pro Bono Projects — Jan 2020 - Jun 2020

One-take-prog Productions | Founder — Apr 2019 - Dec 2019

- Conceptualized 'otpFirst' platform using Blockchain to improve royalty payouts to independent artists

Jivox | Senior Product Manager — May 2018 - Apr 2019

- Scaled integration with data partners like Breezometer to improve personalized ad relevance for users by 25%
- Upgraded user data privacy policies to enable data compliance as per GDPR and mitigated legal risks worth €10M
- Created 'Canvas Studio' product to help campaign managers build high-quality ads, reducing ads development time by 15%

Microsoft | Associate Consultant — Oct 2014 - Mar 2017

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

Deloitte US India | Technology Risk Consultant — Jul 2013 - Oct 2014

- Engineered user-centric solutions for large-scale Identity and Access Management projects worth $15M

EDUCATION

- **Indian School of Business** | PGP (MBA equivalent) in Management | Hyderabad — Apr 2017 - Apr 2018
- **Malaviya National Institute of Technology** | B.Tech. Computer Engg. | Jaipur — Jul 2009 - Jun 2013
- **The Product Management for AI & Data Science 2023** Certification (Udemy) | AI/ML Product Management

OTHER INTERESTS

- Cooking, Writing, Practicing Yoga, Producing Music