

# SARTHAK JAIN

Product Management - Fintech, Pharmatech and Edutech

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## PROFESSIONAL WORK EXPERIENCE

### Product Manager

#### PhonePe

Jul 2021-Present

- Led new product initiatives for organizational growth by fostering collaboration across cross-functional pods, strategically leveraging each pod's capabilities resulting in a substantial increase in MAC
- Streamlined P2P social interactions by seamlessly integrating payment and chat features(text, attachments etc) achieving a daily volume exceeding 97 million interactions and transactions.
- Spearheaded launch of 2 major products, resulting in increased transactions and new customer acquisition & dormant reactivation.
- Launched Groups and Split Bills , resulting in a 10% increase in new customers and 25% reactivation of dormant users.
- Introduced Transaction Backgrounds , providing users with valuable context for money transfers. This initiative achieved remarkable success, driving a surge of 220K daily transactions.

### Business Technology Solutions Associate - SDV ZS Associates

Jul 2020-Jun 2021

- Worked with clients to productize development of algorithms packaged as applications for client and internal use. Leveraged technical & analytical skills to solve problems and improve performance by 18%.
- Worked on multiple projects to build analytic solutions using Power Apps showcasing meaningful business insights for US and EU pharmaceutical clients to assist them with their day to day business problems.
- Bridging the gap between technical and business management teams by acting as a Techno-Management Consultant and developing 5 desktop and cloud-based decision enablers (analytic apps).
- Gathered client's business requirements, functionality requirements and implementing them along with actionable product documentation and prototyping to ensure timely and quality delivery of BI solutions.

### Associate Product Manager Intern Coding Blocks

Oct 2018-Feb 2020

- Managing the launch of 4 products in duration of 1 year.
- Implementing data analysis along with testing of android and web apps resulting in smooth UX and 95 % bug free product.
- Lead and formulate 2 successful marketing campaigns which concluded with 74 % ROI along with 15 times rise in user sign-ups.
- Begin researching on market and competitors along with gathering requirements for 4 products and analysing them.
- Expanding social media audience following and engagement on different platforms by 165 % organically.

## ACHIEVEMENTS

- Top 50 Marketing & Advertising Leaders Award by MADCon 2019, Dubai.
- Interned at Unilodgers: Implemented CRM journeys for segmented targeting and developed a performance tracking dashboard for campaigns.
- Interned at All India Radio: to setup a online complaint filing system.
- Interned at Shopnani: Managed the social media presence of the Organisation.
- Judge and Mentor at Hackathons - ZS Cares, HackOn 2020, IGDTUW Hacks.
- TIMES NiE Student of The Year 2013.

## PROJECTS

### Website sarthakj.me - HTML, CSS and JavaScript

Responsive portfolio showcasing my work and achievements along with plethora of features.

### AI Text Generator - Python3 and gTTS

Markov Chain based ML model to generate text.

### Birthday Wish Script - HTML and JavaScript

Simple and fun way to wish birthday online.

### Space Shooter - Phaser.js, HTML, CSS and JavaScript

A very simple, yet elegant space shooter game. It is designed and developed for ultra casual players.

## TALKS AND PRESENTATIONS

- Global Product Acers' Webinar
- Google I/O Extended 2019
- Google Developer Group DevFest Punjab 2019
- Webinar - Web development technologies

## SKILLS AND TECHNOLOGIES

MS Power Apps, Power BI and MySQL

Market and Competitor Research

## EDUCATION

B.Tech - Computer Science and Engineering

Guru Gobind Singh Indraprastha University

CGPA: 7.61