



SOHAM SHARMA

Product Manager

Contact

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- Indore, India

Education

PG Diploma in Applied Statistics

Indira Gandhi National Open
University, Bhopal
2023-2024 Pursuing

Bachelors in Aircraft Maintenance
Engineering

Singhania University | Wingsss
College of Aviation technology, Pune
2012-2016 Achieved
78%

Certifications

- Become a Product Manager and Get Job - Udemy
- Python for Data Science and Machine Learning Bootcamp - Udemy
- PostgreSQL - Udemy
- Complete SQL Bootcamp - Udemy
- Hubspot's Social Media Marketing
- PowerBI + Tableau Essentials - Udemy
- Mongo DB Python Developer - MongoDB University
- Six Sigma Green Belt - Coursera

Languages

English Gujarati
Hindi French

Profile

Results-driven Product Manager with 8+ years of experience in the IT industry, specializing in product management, AI, digital marketing, content creation, and compliance. Proven track record in managing product lifecycles, leading cross-functional teams, and delivering user-centric solutions using Agile methodologies. Successfully executed multiple projects at Ziplyne, enhancing user experience and operational efficiency. Strong proficiency in AWS tools, AI/ML, natural language processing (NLP), and compliance with SOC 2, ISO, and GDPR standards. Passionate about leveraging innovative technologies to drive business growth and improve customer satisfaction.

Work Experience

GTM/Marketing/Training Lead
Ziptyne
Inc.

June 2021 - March 2024

- Developed and implemented a corporate training strategy that improved customer retention by 25%, reduced churn by 20%, and increased the quality of hires by 40%.
- Designed and delivered AI and ML training programs covering Python, machine learning algorithms, and deep learning frameworks, resulting in high learner satisfaction.
- Leveraged AI/ML tools like Amazon SageMaker, TensorFlow, and Hugging Face to create engaging content and practical projects, enhancing hands-on learning.
- Collaborated with cross-functional teams to keep training content current with industry trends, leading to a 25% increase in course enrollment and a 15% boost in completion rates.
- Applied strategic instructional techniques to foster learner engagement and success, achieving a 34% increase in positive feedback and improved course ratings.
- In previous roles at Ziptyne, managed customer success, HR recruiting, risk and compliance, website building, social media, and product management. Built marketing analytics models that improved website UI, increasing user engagement by 30% and social media-driven leads by 15%.

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PRODUCT MANAGER

Guest Faculty

Acropolis Institution (Students Contract and Corporate Clients)

August 2023 - October 2023

- **Incorporate Machine Learning Techniques:** Design and deliver content that covers essential machine learning algorithms and techniques, including supervised and unsupervised learning. Provide students with hands-on experience in implementing and fine-tuning machine learning models using popular frameworks like Scikit-Learn and XGBoost, and integrate real-world datasets to reinforce learning.
- **Teach Basic Statistics for Data Analysis:** Integrate foundational statistical concepts into the curriculum, including probability distributions, hypothesis testing, and regression analysis. Emphasize the role of statistics in data science by guiding students through practical exercises that demonstrate how to analyze and interpret data, make data-driven decisions, and validate model performance.

Technical Support Specialist

Powerweave Software Pvt. Ltd.

January 2020 - July 2021

- Addressed technical concerns related to websites, providing efficient solutions to ensure seamless user experiences.
- Proactively updated, maintained, and monitored various aspects of developed websites to uphold functionality and performance standards.
- Attended client meetings to analyze, troubleshoot, and diagnose web-based issues, fostering effective problem-solving and client satisfaction.

Trainer

Chitkosh Edtech

January 2020 - September 2020

- Developed and delivered technical training sessions for corporate clients on website maintenance, AI integration, and data science applications, ensuring employees acquired practical skills in managing web-based systems and leveraging AI for business solutions.
- Created and maintained comprehensive instructional materials and Knowledge Base articles for corporate training programs, including detailed tutorials on data preprocessing, machine learning model deployment, and troubleshooting AI-enhanced web applications.
- Conducted client meetings and interactive workshops to analyze and diagnose web-based issues, providing corporate clients with hands-on problem-solving experiences and enhancing their ability to apply data-driven solutions and AI technologies to technical challenges.

Production Associate / Quality Control/ Mentor / Trainer

Genesys International
Corporation Ltd

December 2017 - December 2019

- Developed and delivered AI/ML training sessions on GIS applications, enhancing teams' skills in spatial data analysis and geospatial intelligence.
 - Trained new batches on AI-driven GIS data digitization and processing, ensuring efficient and accurate map production.
 - Mentored production batches with continuous AI/ML support, improving the implementation of machine learning models and quality checks in GIS projects.
 - Trained quality control batches in advanced AI techniques for GIS data validation, boosting expertise and accuracy in the quality control department.
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PRODUCT MANAGER

SKILLS

PRODUCT MANAGEMENT SKILLS & EXPERTISE:

- Tools: JIRA, Trello, Asana, Monday.com
- Methodologies: Agile, Scrum
- User Research: Interviews, surveys, usability testing (Intercom, UserTesting, Hotjar)
- Roadmapping: Vision, strategy, and roadmaps (Aha!, ProdPad, Miro)
- Backlog Management: Prioritizing features, writing user stories with acceptance criteria
- Stakeholder Management: Gathering requirements and feedback
- Prototyping & Wireframing: Figma, Balsamiq
- Productivity & Time Tracking: Notion, Toggl
- Customer Support & Success: Zendesk, Freshdesk, Zipyne, Intercom
- CRM: Zoho, HubSpot

AI & ML:

- Frameworks: TensorFlow, PyTorch, Scikit-learn, PyCaret, NLP, NLTK
- Algorithms: Regression, decision trees, SVM, neural networks (CNNs, RNNs)
- Auto-ML Tools: H2O.ai, Google Cloud AutoML, AutoKeras, TPOT
- Data Annotation: Encord
- Chatbots: Dialogflow, Rasa
- Cloud Platforms: AWS SageMaker, Google Vertex AI
- BI Tools: PowerBI, Tableau, Looker
- Analytics & A/B Testing: Mixpanel, Optimizely, Google Optimize

MARKETING:

- Strategies: Digital marketing, content creation, SEO, SEM
- Tools: VidIQ, SEMRush, Ahrefs
- Email: Apollo, HubSpot, Amplemarket

COMPLIANCE:

- Standards: SOC 2, ISO, GDPR
 - Risk Management & Security: Identifying, assessing, and mitigating risks; ensuring compliance with industry standards
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