Ankit Kumar

📞 8396836615 | ✉ Email | ▶ Youtube | 🔗 Linkedin | 🌐 Portfolio

EXPERIENCE

Solitera Software   Jan. 2022 – Present
Associate Product Manager   Gurugram, HR

- Launched a mental health product targeting over **280 million potential users** suffering from depression worldwide
- Engineered a highly reliable and scalable back-end system, **achieving 99.9% uptime**. Implemented robust architecture and proactive maintenance strategies for seamless support of growing user base
- **Onboarded 7+ B2B customers** in the first month via the admin system, increasing product reach and success
- Achieved a **70% increase in user retention** through pre-testing the product with the **University of Nottingham**, resulting in positive user feedback, high engagement metrics, and drive long-term retention
- Implemented **marketing strategies**, including discount coupons and a **family pack model**, to boost user acquisition and support ongoing marketing efforts. Utilized customer feedback loops and competitive analysis to refine strategies
- Added a mood tracking feature, allowing users to record and analyze their moods over weekly, monthly, and yearly timeframes. During testing, **85% of users** reported increased self-awareness

Linkedin   Aug. 2018 – Dec. 2021
LinkedIn Influencer   Gurugram, HR

- Awarded **LinkedIn Top Voice 2024** for demonstrating thought leadership and significant influence on the platform
- Grew LinkedIn profile to **46k+ connections in 1.5 years** by implementing targeted engagement strategies
- Achieved a **48.6% increase in post impressions and engagements in 3 months through A/B testing** and content optimization, while enhancing brand outreach and establishing long-term partnerships

PROJECTS

Workforwin

- Launched Workforwin, a **collaborative learning platform**, serving millions of students and aspiring engineers globally ensuring alignment with the product roadmap and market analysis insights
- **Increased user retention by 30%** through enhanced platform visibility and accessibility, utilizing advanced SEO techniques and performance upgrades, and leveraging data-driven decision making
- Optimized the web app's **performance score to 98%**, ensuring a seamless user experience across all devices

Trunk2tale

- Implemented SOS alerts and memory recording features, enhancing **user experience (UX)** and ensuring safety by allowing elderly users to connect with caregivers and family members during emergencies
- Led cross-functional teams in the development of the platform, prioritizing features based on user research and stakeholder feedback to ensure product-market fit and customer satisfaction

EDUCATION

Indira Gandhi University   Aug. 2017 – May 2021
Bachelor of Technology in Computer Science and Engineering   Rewari, HR

- **Coursework**: Data Structures, Algorithms, Databases, Distributed Systems, Machine Learning, Web Development
- **Achievement**: Awarded a letter of appreciation for excellence in technical prowess and leadership, organizing a successful online coding event for students

SKILLS

Leadership Skills : Project Management, Problem Solving, Stakeholder Management, Product Design, Agile, Wireframing
Technical Skills : Python, JavaScript (React.js, Node.js), MongoDB (No SQL), REST API, Figma, Jira, UI/UX, SCRUM
Project Portfolio : Workforwin Webapp; Workforwin Figma Design and Wireframe; Jivandayi Music App; Mindamigo