OMENDER MINA

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EDUCATION

B.Tech, Indian Institute of Technology Madras, Chennai   2018-2024
Specification - Metallurgical and Materials Engineering

EXPERIENCE

Product Consultant   **Dec 2023-April 2024**
Samunnati   *Chennai, Tamil Nadu*
- **Implemented SMS Integrations** for **SamAgro & SAIL** (subsidiaries of Samunnati), leading to a remarkable **90% reduction in communication time** among stakeholders.
- Transformed **Samunnati's NBFC subsidiary**, **SAMFIN**, by spearheading the **full-cycle automation** of **Bureau Reporting**. Streamlined the process to a **4-click system**, slashing reporting time by **97%** from manual operations.
- Rectified over **500 trade-related issues** within 3 months, significantly **impacting trades worth ₹500 crore** for **SAMAGRO**.

Product Management Fellow   **May 2023-July 2023**
NextLeap   *Remote*
- Adapted aspects of product management from **user research** to **solution design**, throughout the **8**-week program.
- Executed **end-to-end product development cycle**, incorporating user research, **wireframes**, data analysis, and solution prioritization to achieve outstanding performance, ranking among the **top 12%** in a cohort of **256 fellows**.

Product Manager   **Nov 2021-Jan 2022**
Techlary   *Chennai, Tamil Nadu*
- Directed an ED-tech Platform targeting **7000+** B.Tech first-year UGs at **Top-7 IITs**, helped streamline their academics with guidance from JEE AIR holders, and shared comprehensive resources, resulting in improved academic performance.
- Revamped website **UI** based on the **500 survey responses** to enhance the user experience & drive seamless navigation.
- Leveraged collaborations with **500+** 2nd year students across the **Top 7 IITs** to create compelling content and analyzed high-profile interviews of **JEE Advanced AIR** holders to drive a remarkable **7% growth** in **new user acquisition**.
- Drove **YouTube** video performance with **10k+** impressions, **12k+** watch time minutes, and a **41.7%** click-through rate.

Business Development Manager   **May 2021-July 2021**
bitWise Academy   *Coimbatore, Chennai*
- Spearheaded a team of **10+** interns, achieving a seamless **2-month** launch of a **Scholarship program** worth **10 Million.**
- Designed AI-powered Discord community prototype, boosting company-to-user interaction. Expanding the reach through **50+** channels and engaging **10,000+** users which enhanced the company's interactive platform for maximum impact.
- Derived a **15%** expansion in social media by executing growth strategies and conducting thorough market analysis.
- Inspected a vast database of **Pan-India** data from **50k+** schools and **20k+** colleges, assisting the company in increasing its customers in India and discovering probable high revenue-generating cities that the company could target.

PROJECTS

Shark Tank India (SQL)
- Formulated key financial metrics, including average equity taken (**16.58%**), highest deal taken (**₹1,50,000**), and successful conversion rates (**58.16%**), contributing to strategic decision-making in the investment process.
- Identified and highlighted trends, showcasing **52** pitches featuring at least one woman, with **29** of these pitches converting, thereby contributing to a more inclusive and diverse investment portfolio.

SKILLS

Product Skills: Stakeholder management, Wireframes, Product Road mapping, Product Strategy, Empathy, Product management, UI/UX Design, Product Analytics, Market Research, Prototyping, Product Lifecycle Management, and A/B Testing.
Tools: Jira, Figma, Oracle Netsuite, Miro, Python, MySQL, Excel, Google Sheets, Postman, Whimsical, Google Analytics, Canva.
Other Skills: API Integration, Marketing, Business Growth, Consulting, Communication, leadership, SEO.

LEADERSHIP

- **Admin for the PIP:** P.I.P **Telegram** community with over **1100+** Product enthusiasts & industry Product Leaders.
- **Saarang (IITM):** Led a team of **8** coordinators & **15+** volunteers organizing multiple club events during Saarang & boosted the club's reach by **15%** & generated a **record-high** sponsored fund of **8 lac** among all verticals.

Building a Product Strategy, Agile Project: Product Prototype Touchpoint Analysis, Product Management Plan Framework