

# SRINIVASAN KB


PRODUCT MANAGEMENT




## CONTACT INFO

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## SPECIALIZATIONS

- Product Management
- Product Life Cycle Management
- Data Analytics
- Product Communication (UX, Comms, User Query Resolution)
- User Research (UX and Product Requirements)
- Growth, Retention and Engagement (Mobile App Users)
- GTM Strategy

## WORK EXPERIENCE

### Associate Product Manager (Fintech - BNPL, P2P Lending)

OKCREDIT, BANGALORE | DEC 2021 TO PRESENT

- Assisted the product development for OkCredit's BNPL product from scratch. Managed analytics, user research, communications, support and collection til the product reached 12,000+ active users.
- Improved feature adoption from 1.5% to 4% by utilising all available communication channels without ads.
- Managed the ideation, feasibility study and user research for a new P2P Lending product that proceeded to development recently.

### Regional Expert

#### (Growth, UX & Localisation)

OKCREDIT, BANGALORE | JUN 2020 TO NOV 2021

- Handled growth and retention for Tamil Nadu region (South India) with 200,000+ merchants
- In-charge of overseeing multiple localisation and user research projects. Directly spoke to 250+ users to understand their use case and requirements
- Reduced the CPA by 38% by experimenting with ad copies and registration flow screens

### Digital Marketing Manager

#### (B2C, B2B Marketing and Lead Generation)

CLOOTRACK, BANGALORE | FEB 2019 TO JUN 2019

- Handled the conversion & lead generation campaigns for software products
- Increased lead generation by 15% in 3 months

### Community Expert

#### (Growth, Retention & Community Engagement)

SHARECHAT, BANGALORE | JUN 2019 TO JUN 2020

- Part of the core team which launched Group and Audio Chat feature in ShareChat
- Helped in understanding the requirements from beta users and involved in campaign planning for the PAN India launch
- Developed the play book for launching Group feature in India for a DAU base of 14 Million users

### Digital Marketing Executive

#### (E-Commerce, App Marketing - India & Europe)

ANSIO, CHENNAI | MAY 2018 TO NOV 2018

- Planned and Implemented E-Commerce site and App marketing strategy from scratch and reduced the CPI by 140% and scaled from 0 to 12,000 users in 6 months.

## EDUCATION BACKGROUND

### University of Madras, Chennai

MBA MARKETING & OPERATIONS  
CLASS OF 2018

### PSR Engineering College, Sivakasi

BE ELECTRICAL & ELECTRONICS ENGINEERING  
CLASS OF 2016