

Career Objective

Product-focused professional with **4+ years** of experience working closely with customers, stakeholders, and cross-functional teams, seeking a challenging **PRODUCT MANAGER** role to build and scale high-impact products.

Professional Summary

- 4+ years of experience in **Product Management** - for B2B applications - specializing in fintech and platform products.

Technical Skill

Data Analysis:	SQL, Zoho Analytics, Google Analytics, Mixpanel
API & Integrations:	REST APIs, Postman, Webhooks, API Documentation
Design & Wireframing:	Figma, Balsamiq, Sketch, Invision
Project Management Tools:	Jira, Zoho Projects, GitHub, Zendesk, Zoho Desk, Salesforce, Zoho CRM

Work Experience

- **Zoho Marketplace, Product Consultant** March 2024 - Present
Zoho Marketplace – Platform for 2000+ extensions and custom apps
 - Owned end-to-end development and support for **140+ marketplace extensions** across Zoho products.
 - Led **feature enhancements and lifecycle management** of extensions based on customer and partner feedback.
 - Worked closely with **ecosystem partners(Adobe, Shopify)** for cross-platform distributions and API enhancements.
 - Drove **requirement planning and delivery** for high-value enterprise deals (**\$100K+**), including **Shopify for Zoho CRM**.
 - Authored **BRDs** with cross functional teams to plan and deliver client-specific enhancements for **Docusign for Zoho CRM**
 - Joined customer support calls to identify **usability pain points** and translate insights into product improvements.
 - Planned, built, and launched marketplace extensions with engineering teams (**Qualtrics, Eventbrite for Bigin**).
- **Zoho Books, Product Consultant** Jul 2021 - Feb 2024
Zoho Books – Cloud Accounting Software (India Market)
 - Led **8,000+ customer interactions**, gathering requirements and converting insights into product inputs.
 - Conducted **market and competitor research** to identify trends and positioning opportunities.
 - Delivered **Zoho Books demos**, webinars, and **regional-language trainings** to drive adoption.
 - Owned **solution customization** across Zoho Books, Zoho Billing, Zoho Practice Management, and Zoho Creator.
 - Migrated customers from **QuickBooks to Zoho Books** post QB India exit, driving **22% revenue growth**.
 - Raised and tracked **75+ feature requests** in Git, contributing to roadmap planning and releases.
 - Reviewed **web UI and Android UX**, supporting high-fidelity wireframes using Figma and Balsamiq.
 - Implemented **renewal follow-ups**, improving subscription retention by **8%**.

Portfolio(with Links)

- **Blog - <https://medium.com/@suryajeyasekaran>**
My medium blog where I write everything about Tech and Product
- **Development - Cab Booking Application**
Developed intra-organizational cab booking application for employees using Zoho Creator
- **Product - Compliance Management**
Led compliance analysis covering security, privacy, and regulatory risks for an investment portfolio platform
- **Product - Feature Planning**
Feature impact analysis, prioritization and roadmapping for Zoho Cliq - team communication software
- **Product - Documentation**
Product Requirement Documentation for enhancements in the BusinessLine mobile app experience.
- **Product - Roadmapping**
Performed strategic competitor analysis and defined roadmap recommendations for enhancing Google Photos.
- **Product - MVP development**
Developed minimum viable product for an on-demand pet healthcare platform with video consultation features.
- **UX Research - User Journey Mapping and Integration Planning**
Mapped user touchpoints for ChatGPT assistant integration into an online whiteboard platform.
- **Design - Landing Page Design and Conversion Optimization**
Designed desktop optimised landing page design for a women's gym using Figma

Academics

2017-2021 | B.E in **Electrical and Electronics** from St.Joseph's Institute of Technology, Chennai

CGPA: 8.0

Certifications

- **Product Analytics Certification** - Issued by Pendo, **Google Analytics** - certification
- **Cambridge Assessment English - C1 Business Higher** - (Score: 181, Candidate ID: 188IN1450228)