

## 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 own and scale **customer-facing financial products end-to-end**.

## Professional Summary

• 4+ years of experience in **Product Management** for fintech and platform products, working across **payments, integrations, and regulated workflows**.

## 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 product lifecycle for **140+ marketplace extensions**, treating each extension as an independent **business module**.
  - 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, prioritization, and delivery** for high-value enterprise integrations (**\$100K+**), balancing business, tech, and risk constraints.
  - Authored **BRDs** with cross functional teams to plan and deliver client-specific enhancements for **DocuSign for Zoho CRM**
  - Analyzed customer issues to identify **journey breakpoints**, translating insights into measurable 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**, capturing requirements across **accounting, payments, and compliance-driven workflows**.
  - 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 and configuration** across billing, payments, and financial reporting modules.
  - Migrated customers from **QuickBooks to Zoho Books** post QB India exit, driving **22% revenue growth**.
  - Raised and prioritized **75+ feature requests**, contributing to roadmap planning, phased rollouts, and stable 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, prioritizationand 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)