

AKASH GUPTA

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Professional Skills

Product Management	Product Roadmap, Product Launch, UX/Wireframing, Sprint Planning, Business Strategy, User Interviews
Technical Skills	HTML, CSS, Javascript, React.js, Node.js, MongoDB, SQL, github profile: https://github.com/akash3043
Tools	Mixpanel, Google Analytics, Balsamiq, MS Excel, Looker

Professional Experience

Product Manager, Studypad (A math learning app for K-5 students)

(Jun'17-present)

- Complete ownership of Teacher vertical; Responsible for engagement and new product development
 - **30K** active teachers and **500K** students (monthly)
- Conceptualized and launched **B2B2C model** to create student-teacher-parent loop on the platform
 - Launched freemium offering – **Splash Math Select**
 - Achieved **better paid conversion** compared to B2C model within 6 months of launch (**3.6%**)
- Launched **Splash Math Assessments** to complete practice lifecycle in the classroom
 - Successfully completed **beta testing with 100 K assessments** within a month
- Improved **monthly health metrics to 60% from 35% (Paid teachers)**
 - Using lifecycle emails and weekly reports
 - Product features i.e. Easier logins and Springboard
- Improved teacher **onboarding to 35% from 25%**; Generated 15% MQL per month (12 K teacher accounts)
- **Launched SpringBoard** - Classroom level math contest across USA & Canada
 - **30K+** classroom enrollments; **100% increase** in problem answered; **25%** downloaded 3D character rewards
- Developed self-serve account management for school admins via product
 - **50% teacher accounts** created by admins within 3 months; Onboarding SLA reduced to 15 days
- Built internal tool for customer success team to manage onboarding/increase adoption
- Created **playbooks for customer success team** for onboarding, usage and expansion

Product Manager, Nestaway

(Sep'16-Dec-16)

- Productized customer care using cloud telephony, in-house CRM and freshdesk
- Launched a feature to split bills among co-tenants, billing issues reduced by 30%

Product Manager, Gozoomo

(Oct'15-Jul'16)

- Conceptualized and developed dealer auction app (android) to bid on vehicles in real time
 - Active dealers: 120; **potential closure rate improved from 5% to 12%**
- Designed **entire backend system (CRM)** for bikes to manage daily operations, used by more than 50 team members
- Designed bike inspection app (android) for dealers to upload inventory.
 - Go-live time reduced from **1 day to 2 hrs.**; Warehouse conversion improved from 11% to 22%

Manager, Flipkart Marketplace

(Jun'13-Oct'15)

- Managed catalog partner ecosystem with 400 partners across 68 cities, one partner within 5 km of seller location
 - Managed a **team of 6** senior executives
 - Adoption: **2.5 lacs products/month**, serviced 20% seller base, MOM growth rate: 30%
 - Improved catalog ecosystem NPS (70%) and less TAT (7 days)
 - Managed a budget of 4 cr for marketing, travel and partner acquisition
- Productized catalog partner product for sellers to contact catalog partners as per their requirement and budget
 - Active sellers-10K/month; Daily unique visits: 1500
- Productized lead management system for partners for better efficiency and lesser TAT
- Awarded '**Certificate of Appreciation**' for onboarding 100 partners within 3 months of launch

Education & Achievements

- B.Tech, Civil Engineering- 2013 batch, Indian Institute of Technology, Kanpur
- Rated 'Outstanding Performer' in jun'15-dec'15 cycle for exponential growth of catalog ecosystem
- All India First (1st) position in common engineering test, punjab'09 amongst more than 100,000 students
- Awarded MITACS, DAAD scholarships to pursue summer internship in Canada and Germany