

Abhijit Das

A passionate user-centred Product Manager who loves to be the pioneer in exploring creative ways to solve problems and build products to cater user and business needs.



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MANAGEMENT SKILLS

- Product Management
- Project management
- Data Analytics
- Strategy Management
- Digital Marketing
- Team Leadership
- Market and User Research
- Time Management
- Training & Presentation

TECHNICAL SKILLS

- Prototyping and Wireframing
- BI - Tool - Tableau
- Usability and A/B testing
- SQL
- ERP Basics - Navision
- Analytics Tools
- Marketing Automation Tools

LANGUAGE KNOWN

English | Hindi | Odiya

OCCUPATIONAL CONTOUR

Associate Product Manager

Feb 2018 to Present



- Effective procedures to manage solution introduction and enhancement
- Lead/attend product and partner meetings (with consumer/commercial bank counterparts, as well as internal stakeholders) to ensure the department is kept abreast of enhancements, pressing issues and changes as well as meeting regulatory requirements
- Drive core business functions and improvements by translating roadmap items into Feature level items
- Review and manage requests from line management to modify and/or change the design of existing products

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- Partner with NBFC and Banking Operations to develop comprehensive cross-channel service delivery models
- Work with digital banking teams to ensure banking products have full online and mobile servicing, payment and account management capabilities
- Identify and negotiate vendor partnership agreements with external service providers
- Work closely with Risk and Fraud Operations and other groups to ensure products have appropriate risk management and fraud prevention policies and procedures in place



Management
Trainee

Product Analyst

Associate
Product Manager

Feb 2016 to Fe 2018



**Pathfinder Publishing
Pvt. Ltd.**

- Responsible for establishing the mobile channel for all primary business of Careers360
- Built the product flow end to end, define and monitor funnel metrics and manage the overall product experiences across platforms
- Own the product roadmap and prioritize features for the mobile app
- Conducting research and generating reports to get market insights, user behaviour, and future trends to specifying market needs for product and features
- Collaborate with key stakeholders in defining data goals and strategies
- Streamline cross-function team collaboration by setting clear scope and deliverables
- Own the designer's responsibility in creating personas, wireframes, and mockups

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EDUCATION

PGDM - Finance & Marketing - 2.99/4

Kirloskar Institute of Advanced Management Studies, Harihara, Karnataka

B.Tech in Mechanical Engineering - 62.5%

Ajay Binay Institute of Technology (Biju Patnaik University of Technology)

CERTIFICATIONS

- Google Analytics Certified Professional
- Google Tag Manager Certification
- Data Analytics - IIT, Madras
- Inbound marketing - Hub Spot
- Data Science and Machine Learning with SAS and R - Analytix Labs

ACCOMPLISHMENTS

- Automated the transaction process between P2S-Customer-NBFC
- Re-conceptualize the internal financing platform and improve the processes with the mobile first approach.
- Identify a new opportunity for the organization called “Retailer Financing”.
- Conceptualized and Launched QnA, a simple and easy to use the platform to solve student queries and to build student communities.
- Grew Careers360 app to over 10, 00,000 monthly opens and over 500K downloads.
- Contributed to 5X growth in app download and 3X growth to the active user base
- Initiated user engagement automation which helps in getting average user retention rate of 85%
- Instituted Machine Learning & NLP for faster system response and automation of tagging QnA
- Manage to get over 10,000 reviews and 4.5 average rating on the play store

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- Conceived & launched QnA, Career Adviser, Feed and Exam notify
- Optimized key metrics (Conversation and Performances) for the Careers360 android app

AWARDS

- Best Performer, Live Wire and Shooting star of the month at Careers360
- Trainee of the Year at Royal Infraconstru Ltd.
- Winner of National Level Business Presentation
- Finalist at National level Internship Presentation

INTERNSHIPS

- Procter & Gamble | Intern – Social Media & Brand Communication
- Managed brand communication on social media platforms such as Facebook, YouTube and Twitter for P&G – Ambipure
- Tata Steel | Intern – Production & Operations
Project: Scope for the elimination of unnecessary movements by the workers on the shop floor at HSM, Tata Steel

PRE-MBA

- USHA | Engineer Mechanical
 - Overseeing Projects, Managing Sites, Planning and liasoning along with vendor management
- Royal Infraconstru Ltd | Site Engineer
 - Project planning, execution and vendor management

INTERESTS

- Video Games | Cartooning | Travelling and Trekking | Foodie



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