

PALLAVI GUPTA

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PROFESSIONAL SKILLS

- Product management professional with expertise in product design, agile development and monetization.
- 7 years of product experience working with Online classifieds, Telecom and Mobile Value Added Services companies
- Have owned the strategy and product roadmaps for key listing products in the Recruitment and Education domain.
- Have managed cross-functional teams and directly responsible for the day-to-day activities of several of these members
- Key skills & knowledge areas: Agile Product development, Product design & management, Customer Experience and Digital Transformation, Monetization/ Revenue Maximization, Google Adsense/Adx, DFP, Google analytics, Facebook Ad Manager, Zedo ad server, campaign strategy, Proficient in Microsoft Powerpoint/Excel.

WORK EXPERIENCE

Product Owner - Naukri.com (Info Edge India Ltd.) Dec 2013 - Present

User acquisition | Engagement | Retention

- Product owner for job search products that caters to over 50 million jobseekers.
- Created homepage personalization strategies for **increasing user engagement**.
- Worked on **Online Assessment test modules & skill enhancement products** with primary focus on B2B clients.
- Built a targeted course recommendation engine for lead generation and user acquisition.
- Built Vendor Panel and automated the complete end-to-end process from requirement gathering to final execution.
- Designed and developed a complete **branding and visibility product Naukri Featured Listing** for recruiter business which led to increase in **product revenues by over 60% YoY**.
- Created strategies to solve clients pain-points and increase the **product usage by over 35%**.
- Translate product strategy into detailed requirements and prioritize activities based on business and customer impact. Drafting product definition and business requirement documents (user stories); work with designers/technology team to scope out product details
- Preparing user manual for internal & external clients for better product understanding

Product owner | Ad serving business

- Developed annual product roadmap and revenue estimation plan by combining market dynamics, customer needs and company strategy.
- Work closely with media planning in devising the media plan & developing innovative media solutions and presenting strategies and solutions for product improvement.
- Added more Ad networks into the system which led to an **increase of 20% revenue** on y-on-y basis.
- Tracking of key performance metrics like using Google Analytics & other tools to monitor & suggest action for improvements.
- Generate traffic on site through mailers, re-targeting activities resulting in **increasing user base from 15K to 30k** per month
- Executed various activities to increase usage of the platform, measured by clicks generated, which has been **increased from 6,000 to 30,000 per month**.

Assistant Manager (Product) - Oorja Mobile Services Pvt. Ltd (One97 and Paytm), Aug 2011- Dec 2013

- Responsible for End-to-end ownership including conceptualization of features and workflows
- Product roadmap creation for the current product offerings and integration with new/existing clients
- Interacting with internal product teams to devise a strategy on product enhancements
- Managed and built up accounts single- handedly, generating revenue in the range of **20-25% of group targets**.
- Documenting detailed product requirements and specifications
- Campaign execution and revenue reconciliation, pre & post launch support, revenue projection to final execution of product campaigns as well as extending support post implementation.

Account Manager - Airtel and Tata Docomo

- Identifying scope and implementing strategies for customer segmentation & profiling, acquisition and retention strategies.
- Managed and built up accounts single- handedly, generating revenue in the range of **20-25% of group targets**.
- Worked with the client marketing team in defining strategies for client retention and upgradation.
- Interacted with business stakeholders and advised new cross selling and upselling profitability strategies by analyzing their mobile services business catering to the retail customer base.

Summer Intern: Bharti Airtel Ltd-DTH, Gurgaon (May 2010 – June 2010)

Project 1: Consumer Behavior : Barriers and triggers towards TV viewing

Worked with Direct to Home (DTH) division in order to gauge customer behavior in relation to television viewing and determine strategies and programs to drive upgrades among them.

Project 2: Rolling out of e-CRM and improvements of IT operations at Sampark (Sampark was a vendor for Airtel DTH subjected to outbound calls only)

Analysis of operational workflow in order to identify current technical issues and devise strategies for process improvement.

EDUCATION

Degree	Institute/University	Score	Year
MBA (Marketing & Information Technology)	Thapar University, Patiala	8.3/10 CGPA	2009-2011
B.Tech(Electronics & Communication Engg)	Punjab Technical University, Jalandhar	77%	2004-2008

OTHER INTERESTS

Very social person, who likes to travel and try new restaurants

Other hobbies include – Baking (desserts), Art (Acrylic, water paints / Canvas Painting) and listening to music