**Arpita Mukherjee**

Product Manager with 6+ years of experience in technology products | IIM Calcutta Alumnus

091-9319 | arpita.engineer31@gmail.com | www.linkedin.com/in/arpita-mukherjee-7072a6118/

**Skills and Competencies**

* Own the entire product lifecycle, from conceptualization to development and delivery in an agile environment
* Translate customer needs and business strategy into product roadmap, keeping design thinking in focus
* Interact with senior management, engineering, cross functional teams, external parties and customers
* Manage data tracking and product analytics to enable data driven decision making and execution
* Use tools like Google Analytics, Omniture, JIRA and Trello for product improvements and process optimization
* Adapt across the spectrum from entrepreneurial setups to large corporate

**Professional Experience**

**Times Internet Ltd *–*** *Product Manager, timesofindia.com (March’17 to Present)*

* Product owner for complete Entertainment business properties – Etimes/Bombay Times/Photogallery/Miss Kyra/ Beauty Pageant, a 120million+ monthly traffic portfolio
* Led content optimization with editorial, SEO, social and engineering team and boosted page-views traffic contribution of Etimes to overall timesofindia.com by 30% in 12 months, with 2X growth in monthly users
* Collaborated with monetization team for product innovations with compelling value proposition for partners
* Managed the UX revamp and rebranding of Entertainment, TV section as part of Etimes to improve content discovery
* Optimized ad delivery and ad revenue reporting process, reduced new ad configuration effort by 60%

**Snapdeal *–*** *Product Analyst, MyOrders, Helpcenter (Sept’14 to March’17)*

* Led the 4 member product and design team for website, mobile site and apps
* Spearheaded the Help Center UX revamp and increased traffic by 15% and CSAT by 24%
* Revamped MyOrders to provide customer with real time update and made refunds seamless and faster by 40%
* Incorporated project management and data driven processes for effective planning, communication and execution

**Amazon *–****Catalog Associate, Indian Marketplace(Jun’13 to Set’14)*

* Managed the catalogue creation of Books and Music section
* Interacted and coordinated with vendors and manufacturers
* Identified and corrected errors and complaints

**Avalon Technologies Pvt. Ltd *–*** *Graduate Engineer Trainee(Aug’12 to Jun’13)*

* Managed new business opportunities and networks
* Created Bill of Material and submitted tenders
* Released invoices and managed logistics of the finished products
* Collaborated with clients and management to execute product initiatives

**Academic Profile**

* Executive Program in Global Business Management – Indian Institute of Management Calcutta, 2016-17
* Bachelors of Engineering (Electronics & Telecommunication) – BIT, Chhattisgarh, 2008-12

**Achievements and Other Interests**

* Received Aspire Award at Times Internet for launching Etimes
* Received Machate Raho Award at Snapdeal for improving CSAT by Help Center
* Received X-Men Award at Snapdeal for improving customer experience through revamped MyOrders
* Secured 1st position in Inter-college essay competition
* Secured 1st position in Inter-branch speech competition
* Passionate about travelling