

**WORK EXPERIENCE**

- **Director - Product** *Jan, '20 - Present*  
*CoLearn, Remote & Jakarta(Indonesia)*
  - **Growth**
    - Launched Indonesia's first ML based Q&A platform with video solutions for K-12. Reached 1 Million users within 5 months of launch & awarded best app of 2020 by Google Play store
    - Launched the web product to fuel SEO lead organic growth. Reached **5 Million MAUs** becoming 2nd major edtech player in Indonesia. Brought down the CAC to \$0 saving \$100K+ monthly on marketing spends.
    - Became highest rated education app in Indonesia (4.8 rating) by introducing touchpoints for delightful review
  - **Monetization**
    - Introduced programmatic video and display ads on app and web along with brand partnership ads on high impression touchpoints, leading to additional stream of monthly revenue
    - Premium subscription offering (ads free) - Converted 2.5% of app MAUs to paid subscribers with 50% monthly renewal rate. Retention rate increased by 100% for paid users compared to free users
  - **Retention & Engagement**
    - Increased accuracy of our Q&A platform from 60% to 80% through variety of product initiatives.
    - Increased app retention by 40% and engagement by 60% over a period of 1 year by bringing features like search history, search relevance score, reducing app size, video analytics and text search.
  - Managed a team of 3 PMs, 2 product analysts, 2 data analysts and 1 SEO manager. Lead analytics end-2-end
  - Promoted from senior PM to lead PM and then to director of product in a course of 2.5 years
- **Product Manager** *Nov, '17 - Dec, '19*  
*KredX, Bangalore*
  - Carried out end to end product development for mobile app (iOS & Android) and website for the investors.
  - Increased net returns through the platform by 9% by introducing interest income on funds lying idle in the wallet of investors through liquid mutual funds earning atleast 4% p.a. interest.
  - Automated TDS settlements for vendors which increased the collection amount & decreased human errors to 0
  - Introduced checkout timer which increased checkout conversion rate to 81% (previously 65%). This also improved deal purchase CSAT from 4.22 to 4.61 over a span of 2 months.
  - Started investor referral program that infused XX Crores of new liquidity in 6 months which was missing earlier.
- **Co-founder - Product, Operations & Growth** *Nov, '16 - Oct, '17*  
*Panally, Bangalore*
  - An online travel platform for exploring destinations seamlessly with time industry innovations like book now pay later, prediction of journey, etc.
  - Onboarded many vendors in 2 months for pan-India presence and selected for NASSCOM 10k startup program.
- **Software Development Engineer 1** *Jul, '15 - Aug, '16*  
*Flipkart, Bangalore (Ads Group)*
  - Worked on brand stories/multi-banner/in-feed display and video ads on app and website for in-house revenue as well as ad exchanges. Developed internal tool for business teams to track budgets & insights for ad campaigns.

**EDUCATION****National Institute of Technology Karnataka, Surathkal**

BTech - Computer Science Engineering (2011-2015)

- **Chief Placement Coordinator:** Lead a team of 60 placement coordinators and hosted 250+ companies on campus
- **TCS Best Student Award '15:** Awarded to only 1 student out of 1500 students for overall contribution to the college
- **CBSE merit scholarship :** For securing rank 1,294 amongst 1,100,000 entrants (99.99 percentile).