A Sree Sai Ganesh

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SKILLS

Soft Skills – Prioritization, Process Management, Product strategy, Wireframing, Competitive Market Analysis, A/B Testing, Design thinking, Problem Solving, Stakeholder Management.
Tech Skills– JIRA, Figma, C/C++, Python, R Program, C#, MS Excel, Tableau, HTML, MATLAB, Google Analytics, MS Office.

EXPERIENCE

Avalon Meta – www.buildonscenes.com   **Bengaluru**
Assistant Product Manager   Jan 2022 to Present

- Delivered custom features to community platform for big ticket clients like Monster Jobs, Ankur Warikoo, UNext, Growth School, etc generating an ARR of 222k USD.

- Developed and owned an internal admin dashboard that solved the bottleneck of generating custom communities for UAT/Demo, thereby saving 3 – 4 hrs of waiting time for sales team.

- Aligning the engineering and product team by influencing the feature prioritization as per the deliverables promised by the sales team.

- Wrote PRDs for developers, feature release notes for clients and product marketing content for sales newsletters.

4TiGO Network Logistics Pvt. Ltd – www.4tigo.com   **Bengaluru**
Program Manager   Oct 2020 to Jan 2022

- Established engagement with Hindalco Industries, generating a revenue of Rs.50 lakhs/month
- Optimized marketing efforts by working on the go-to-market strategy and designing a process for customer acquisition.
- Trained & managed a team of 6 to reach prospective clients using the above-mentioned process.
- Managed 5 key accounts throughout their customer journeys (cold lead - acquisition – revenue generation) and provided centralised tech-based solutions to solve their pain points.
- Formulated & initiated, return trip notification feature with product team to optimize the existing truck network.
- Created RFQ dashboard for marketing team there by increasing customer interactions by 20%
- Performed customer & vendor analysis in cement industry and drafted a business plan with potential to generate Rs.25 lakhs/month.
- Ran an email marketing campaign for 2 months with an avg. opening rate of 60% & an avg. click rate of 5%.
- Worked closely with stakeholders to leverage synergies from cross functional teams to meet business objectives - (Legal/ Operations/ Collection).

4TiGO Network Logistics Pvt. Ltd   **Bengaluru**

Business Process Analyst Intern   Apr 2019 to May 2019

- Developed an interactive linear regression model with 70\% accuracy of predicting the target price of the route
- Optimized focus routes by defining performance indices and analyzed the existing data.

Wipro Technologies Ltd.- www.wipro.com   **Hyderabad / Chennai**

Program Engineer, Developer   Aug 2016 to May 2018

- Star batch hire, 1 among the 100 students selected from IITs and NITs
- Designed & developed automation test suites for Microsoft's CRM and Nokia's Photonic Switch.
- Designed, developed and executed cppcheck list generation script on python resulting in 19% error reduction
- Handled KT sessions for all stakeholders for cppcheck list generation script elucidating them on its workflow

EDUCATION

MBA   **Visakhapatnam, INDIA**

IIM Visakhapatnam   Jul-2018 to Mar-2020

BTech (Civil Engineering)   **Tiruchirappalli, INDIA**

NIT Trichy   Jun-2012 to Mar-2016

ADDITIONAL INFORMATION

Product Teardowns

- Frontrow - Worked on increasing the engagement & discoverability of FrontRow's music feature by recommending solutions based on the pain points of the user personas. Ranked among top 7 in the August'21 edition of product teardown competition by The Product Folks.
- Doubtnut – Proposed a monetization pipeline without affecting engagement, by leveraging the existing offerings and proposing new features.

Projects

- Trading System - Created a live dynamic dashboard on No-Code platform Glide, to suggest if a scrip is ready to exit.
- Market Analysis scripts - Used web-scraping in python to analyse insider trading and dividend payout

Startup Interactions

- Pawzz, NGO for stray animals (2020) Designed marketing campaigns, managed website content and redesigned existing website wireframe.
- Space Stories, Interior design (2019) Worked on brand positioning, managed website content and redesigned existing website wireframe.

Certifications & Competitions

- Completed "Data Science Fundamentals Program", course by University of California Los Angeles
- Secured 96.7% in "Data Science in Python", course by University of Michigan in Coursera
- Certified by Henry Harvin Education as Lean Six Sigma Green Belt Executive

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