




# AYUSH ARORA


## PRODUCT MANAGEMENT & MARKETING


Results-driven & accomplished Product Management & Marketing professional with a solid 5+ year's of work experience.

Demonstrated expertise in driving revenue growth through strategic product and marketing initiatives, resulting in an impressive ₹ 90 Crore (900 million) in total revenue.

## CONTACT

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 [Noida, India](#)

## RECOMMENDATION #1

"He is one of the composed & settled folks who always gives more than 100% to accomplish tasks. Also, one of his strengths is seamless execution with a thought-driven approach."

- [Himanshu Tuteja](#), Category Manager - Gradeup

## EDUCATION

### IIM, AHMEDABAD

Post Graduate Diploma in Advanced Business Analytics (Mar 2023 till date)

Specialising in Marketing Analytics and Strategy

### DUKE CE, NORTH CAROLINA

Post Graduate Certification in Product Management (Feb 2022 to Aug 2022)

Specialised in Growth Product Management, Data Science for Product Management and Digital Transformation.

### MICA, AHMEDABAD

Post Graduate Certification in Digital Marketing & Communication (Jun 2019 to Jun 2021)

Specialised in Marketing Analytics, PR & Marketing Communication and Social Media Marketing

### IBS UNIVERSITY, HYDERABAD

MBA in Marketing (Jun 2017 to Feb 2019)  
Specialised in Marketing.

### SRM UNIVERSITY, CHENNAI

B. Tech (Aug 2011 to May 2015)  
Specialised in Civil Engineerign

## EXPERIENCE

### SR. PRODUCT MARKETING MANAGER

Harappa Education

September 2022 - Present

- Achieved ₹ 20 Crore (200 million) in sales by driving revenue growth through strategic product & marketing initiatives, leading a high-performing team to success.
- Saved 50% of costs by skilfully negotiating with vendors and optimising campaign effectiveness, demonstrating cost optimisation expertise.
- Executed innovative marketing campaigns, resulting in a remarkable 50% increase in course enrolments, showcasing a strong focus on driving user adoption.
- Revamped the user onboarding process, optimising the customer journey and increasing 30-day course completion rates by 20%, emphasising customer success.
- Identified key customer segments and tailored targeted messaging, leading to a notable 15% improvement in conversion rates, showcasing customer-centric strategies.
- Launched a successful referral program, driving organic growth and increasing customer acquisition by 25%, displaying a keen eye for growth strategies.
- Collaborated closely with the Content team to create compelling marketing collateral, enhancing course engagement and boosting customer satisfaction.

## MY PROJECTS



indiandefencematrimony.com



myshorturl.link



ourqr.menu

## SKILLS

Clevertap | WebEngage | Moengage | Intercom | LeadSquared | HubSpot | Digital Marketing | Photoshop Basics | Basic HTML & CSS | Team Building | Up-skilling | Management | Marketing Automation | Web Analytics | Google Ads | A/B Testing | Data Analysis | Customer Relationship Management | Conversion Rate Optimisation | Market Research | UI/UX

## EXTRA-CURRICULAR ACTIVITIES

- Disaster Relief Volunteer: In June 2013, actively participated as a volunteer with the Indian Army during the Uttarakhand Cloud Burst Relief efforts.
- Education Outreach Mentor: Served as an Extra Class teacher for underprivileged students in grades 4th and 5th, partnering with the Social Outreach Foundation, an NGO based in Noida.

## PRODUCT MARKETING MANAGER

Unacademy

October 2021 to September 2022

- Led a 6-member team to generate ₹ 50 Crore (500 million) in revenue for the company, demonstrating effective team leadership and revenue growth strategies.
- Successfully revamped the user journey for Activation, Renewal, Referral, & Abandon Cart, resulting in a remarkable 30% increase in monthly revenue. Implemented strategic passing events, nudges, product integration, and optimised user experience to achieve these results.
- Spearheaded the integration of WhatsApp, which yielded an impressive 88% ROI, showcasing innovative thinking and successful platform integration.
- Conducted optimisation experiments with Push Notification, resulting in an impressive 50% increase in click-through rates (CTR) and an outstanding 150% growth in revenue.
- Leveraged automation to streamline manual campaigns, reducing daily man-hours by 3 hours and simultaneously increasing revenue by 20%, highlighting process optimization skills.
- Implemented BIMBI integration to enhance Email Open Rates by 10%, leading to a substantial increase in yearly email revenue to ₹ 2.4 Crore (24 million) with an exceptional ROI of 30K %.
- Introduced an efficient process for campaign requests by the business team, improving team efficiency by 15%, demonstrating organisational and process improvement expertise.

## ASSOCIATE PRODUCT MARKETING MANAGER


Scaler Academy


April 2021 to October 2021


- Collaborated cross-functionally and actively contributed to generating ₹ 17.5 Crore (175 million) in revenue for the company by setting up engaging and automated campaigns, showcasing the ability to drive revenue growth through effective marketing strategies.
- Assumed marketing and communications responsibilities, providing essential support to sales and other departments as required, highlighting adaptability and teamwork in supporting overall business objectives.
- Recognized the need for enhanced marketing capabilities and successfully implemented a marketing automation tool, significantly amplifying the impact and efficiency of marketing efforts, displaying a focus on leveraging technology for improved results.
- Segmented and delivered targeted communications, resulting in a remarkable increase in the user base of email openers from 14K to 6.48L (4267%), showcasing a data-driven approach and the ability to achieve substantial user growth through tailored messaging.


## INTERESTS

 Fitness


 Strategy Based Games

 German Language

 Up-skilling

 Travel

 Trying Different Cuisine

 Coding, Tableau, SQL, Python

## ASSOCIATE PRODUCT MARKETING MANAGER

Byjus Examp Prep (formerly Gradeup)

May 2019 to April 2021

- Successfully generated ₹ 2 Crore (20 million) in revenue for the company by utilizing consumer behavior, transactional, and demographic data, showcasing the ability to drive revenue growth through data-driven insights.
- Implemented various automated and targeted campaigns to engage, grow the user base, and improve user retention, demonstrating a strong focus on customer engagement and loyalty.
- Led the development of strategic programs, roadmaps, and consumer relation strategies, highlighting the ability to shape customer-centric initiatives and foster strong relationships with users.
- Managed day-to-day consumer relations protocols, refined segmentation, personalised communications, implemented automated campaigns, and developed product recommendation programs, showcasing expertise in customer lifecycle management.
- Formulated and executed strategies for testing various communication channels, including notifications, pop-ups, and emails, among others, displaying a data-driven approach to optimise customer communications.
- Successfully introduced new product features through CRM campaigns, seamlessly integrating marketing efforts with product development.
- Leveraged on-site product recommendations and cross-selling strategies based on segmentation models, showcasing the ability to deliver personalised experiences to users.
- Optimised the consumer onboarding journey, resulting in a significant 20% increase in 7th-day retention and user stickiness, emphasising a customer-centric approach to user experience.
- Collaborated closely with cross-functional teams, including Product, Digital Marketing, Branding, and Data Analytics, to launch impactful initiatives and campaigns.
- Conducted frequent post-campaign analytics to derive valuable insights for future CRM campaigns, showcasing a commitment to data-driven decision-making and continuous improvement.

## RECOMMENDATION #2

"Pure leader with a vision. As a Product Marketing Manager, Ayush has driven his team with utmost sincerity and given a stellar performance with each passing quarter. With his optimisation techniques and unbeatable strategies, the traffic to the site increased by leaps and bounds. He is a go getter when it comes to work and resolves any problem that is underway in no time. Overall he is a person who is an asset to the team and the organisation. It has been a wonderful and insightful journey to work with Ayush. I would definitely recommend him."

- Neha Uppal, Program Manager - Upgrad