MOHAMMED IMRAN

PRODUCT LEADER

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EDUCATION

MBA General
Sydney Business School UOWD | 2023 - Present

B.SC., COMPUTER SCIENCE
SRM UNIVERSITY | 2015 - 2018
CGPA: 8.22/10

XII, SCIENCE
ARMY SCHOOL (CBSE) | 2014
70%

X, HIGH SCHOOL
ARMY SCHOOL (CBSE) | 2012
CGPA: 8.20/10

SKILLSET

Tech - MERN Stack, JavaScript, Gatsby, GSAP, Unix, MySQL, AWS, Python, CMS, Tech Writer

Design - App Prototype, UX/UI, Graphic Design

Finance - Financial Reporting, MIS, Budgeting, Financial Analysis, Deal sourcing

Marketing - SEO, SMM, Social Media Strategy, Market Research, A/B Testing, Performance Marketing,

Tools - Framer X, VSCode, Adobe XD, Figma, Miro, Microsoft Office 365, Service-Now, Optimizely, JIRA, Ads Manager meta, Google Analytics, Clarity, Hotjar, Asana.

CERTIFICATION

- Venture capital analyst - Entrylevel
- Full Stack Web Developer (GUVI, IIT Madras RP, 2020)
- Strategic Communication (University of Toronto, 2020)
- Agile Product Owner Foundations - IIBA, 2020
- Scrum Foundation Professional certificate (SFPC) - CertiProf, 2020
- Digital Marketing fundamentals (Google, 2019)

EXPERIENCE

PRODUCT MANAGER
AASTEY, MUMBAI | AUG 2022 - AUG 2023 | 12 MONTHS

- Revamped aastey's Shopify website to increase conversion rates by **20%,** resulting in a **15%** increase in monthly revenue.
- Developed and executed a comprehensive customer lifecycle management strategy, resulting in a **25%** decrease in churn rate and a **10%** increase in customer retention
- Implemented SEO best practices across all channels and marketplaces, resulting in a **40%** increase in organic traffic and a **$50K** reduction in advertising spend.
- Optimized aastey's MIS, improving financial reporting accuracy and speeding up decision-making by **20%.**

PRODUCT MANAGER
TWANGO, DELHI | SEP 2020 - JULY 2022 | 22 MONTHS

- Increased MRR to **~45%** by revamping the mobile application along with user research, UX/UI Improvement by implementing a product-led growth strategy and a customer feedback loop.
- Saved **~176** hours overall a month by creating an internal product for sales and customer executives
- Increased retention to **~42%** and MRR to **~30%** by user segmentation, Improved UX/UI, Added customer Feedback loop & improved churn metrics for Eazybe
- Applied innovative strategies and user-centric design to drive financial and operational metrics

SYSTEM ENGINEER
COGNIZANT, CHENNAI | JUL 2018 - DEC 2019 | 18 MONTHS

- Managed and supported Unix operations along with a team of 12 for Discover bank
- Catered to client's requirement by working with multiple stakeholders and cross-functional teams like SanOps, WinOps, Middleware & backend team within the project
- Prepared SOPs to automate P3 & P4 tickets leading to a time saving by **70%**
- Pitched an automation idea to the bank leading to a time reduction of **~256 hours**

ACHIEVEMENT

- Pioneered as the first startup in our incubator to successfully secure seed funding, setting a benchmark for innovation and growth. (SIIC SRM University - Surelocal- 2019)
- Led South India's largest College Tech Fest increasing sponsorship revenue by 30%. (2017-2018)
- Top 20 among 2000 in The Big Idea contest - Cognizant (2017)
- Published Writer on Medium for Gitconnected and The Startup (2018)
- Gold medalist in Mathematics (Academic year '15-'16 & '16-'17)
- School leader - Sports, APSB (Academic year '13 - '14)