

ROHINI SRINIVASAN

New #21, Parmeshwari Nagar 3rd Street, Adyar, Chennai - 600 020 • srohini@pm.me • +91 98848 94804

ABOUT

After half a decade of bringing incredible stories to life from the inkling of an idea to the physical page and transforming a 25-year-old traditional publishing company into an e-commerce first model, excited to bring the same curiosity while transitioning into Product roles in Tech.

PROFESSIONAL EXPERIENCE

TARA BOOKS, Chennai
Publishing Manager

May 2016–Present

- ❖ Developed over 30 books from conceptual and design stages to production and market strategy, of which 12 were bestsellers
- ❖ Successfully worked on the strategy for transitioning from a distribution and retail model to a D2C model leading to 3X increase in direct sales
- ❖ Designed and implemented workflows and processes that doubled efficiency with the same amount of resources
- ❖ Led the international licensing and rights vertical, resulting in sales of 42 foreign language titles
- ❖ Managed content and campaigns across social media platforms growing audiences by 21k and increasing engagement by 20-50% month-on-month
- ❖ Organised and co-ordinated online and offline events for general and specialised audiences
- ❖ Established administrative processes across different departments and stakeholders to align them to the overall publishing vision

E-INFO SOLUTIONS, Kolkata
Jr. Executive Social Media Practice

March 2015–August 2015

- ❖ Strategized digital media campaigns for diverse clients from hospitality, food and educational institutions
- ❖ Copywriting, creating pitch decks and occasionally designing creatives for campaigns

LESSTHANTWO.COM, Kolkata
Co-founder

2014

- ❖ Co-founded a D2C apparel start up creating affordable, quirky and unusual T-shirts for millennials that was profitable in 3 months
- ❖ Managed end-to-end production from sourcing to printing to quality checking in-house
- ❖ Built and maintained e-commerce store, managing content, backend, inventory, analytics and customer relations
- ❖ Converted institutional leads and fulfilled bulk purchases

SPECULATIVE PRODUCT WORK

KUVERA, All-in-one wealth management platform

- ❖ Building a "Kuvera Score" feature to analyze and encourage good wealth-building behaviour to increase user engagement and customer LTV by 30%.

[Link.](#)

SWIGGY, Food ordering and delivery platform

- ❖ Building a "Meal Decider" feature to solve for the paradox of choice and decrease time spent on deciding the next meal.

[Link.](#)

EDUCATION AND CERTIFICATES

- ❖ UPRAISED, Career Accelerator Program
16-week hands-on-course in essential Product skills
- ❖ INSURJO, The Product Folks Community
Certificate in Product Management, W21
- ❖ JADAVPUR UNIVERSITY, Kolkata
B.A (Hons.) in English

April 2022

October 2021

June 2015

SKILLS

- ❖ Data analysis: Excel, Google Sheets, Mixpanel
- ❖ Product management: Asana, Miro, Figma, Postman
- ❖ Basic coding: HTML, CSS, WordPress, Shopify