


Certificates

Product Management - Upraised

 (Joined the May cohort of Upraised Career Accelerator Program for Product Managers)

Lean Six Sigma – Green Belt

(Awarded green belt in project in optimization techniques in transactional unit of Think & Learn Pvt. Ltd. To increase conversion rate and overall revenue.)

Bosch Certified Trainee

(Completed 6 courses under Bosch Training Program, including Basic Diesel Engine Management, Vehicle Diagnosis, Vehicle Air-Conditioning Systems, Automotive Electrical & Battery Systems, and Wheel Alignment.)

Skills

- Product Marketing
- Strategic Thinking
- Cross-Functional Teamwork
- Effective Communication Skills
- User Experience
- Stakeholder Management
- Marketing Strategy
- Project Management
- Data Analytics
- Tools - Miro, Notion, Figma, Whimsical, Excel, Tableau, Uxpressia etc.

Languages

- Written/Spoken Proficiency in English
- Written/Spoken Proficiency in Hindi
- Spoken Proficiency in Bengali

Interests

Avid promoter of physical and mental wellness, helping the community get fitter

Motorcycling enthusiast, covered 50K+ kms exploring varied Indian landscapes


Ardent solo traveller, passionate about exploring new terrains and connecting with likeminded folks


Social Work


Member of HelpAge Foundation

Lifetime member of Bharat Sevashram Sangha

Shoubhik Ghoshal


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Profile


- Growth hacker, startup enthusiast, fascinated by the intersection of tech, business and life.
- Experienced in business development, sales growth, category and project management, product-led growth, marketing strategy, user growth and revenue generation in the education technology and social e-commerce sector.
- Passionate about helping users overcome obstacles and creating impactful products.

Professional Experience

Trell

Senior Program Manager



Oct 2021 – Jul 2022 | Bengaluru, India

- Led new initiatives for product strategy, business growth and improved user experience
- Overhauled the affiliate marketing program to **increase monthly orders** from **500 to 40,000** within 45 days of initiation, generating **78L/month** in revenue
- Led **product launch** for creator.space , a link in bio solution onboarding over **2000 creators** on the platform

Unacademy

Project Manager

Feb 2020 – Oct 2021 | Bengaluru

- Led product definition, roadmap and product launch initiatives for multiple projects through stakeholder management, cross-functional teamwork and strategic execution. **Entrusted by Senior Executives** with leadership responsibility on high-impact, high-visibility projects.
- Led product launch of the **K10 Test Preparation category** . Drove the category revenue to **grow 10X** within 4 months, contributing **50L/month**, from **5L/month** in the initial launch stage achieving **10X growth in terms of NAU's**
- Responsible for the **product launch** of the '**Iconic Program**'  in the test preparation categories, a **live 1:1 mentorship product**. Achieved sales growth attributing **30% of the overall revenue** within 4 months of its launch in the highest-grossing categories (IIT, NEET, CAT and Foundation)

BYJU's - The Learning App

Business Development Manager

May 2017 – Jan 2020 | Bengaluru, Delhi, Indore

- Achieved sales growth objectives for the test preparation product by identifying growth opportunities by market segment, developing sales tools and improving sales engagement
- Marketed the test preparation product for UPSC and CAT modules in the Central India Region, with a team of 25 members catering **2CR of revenue per annum**

Education

Bachelor of Technology, Automobile Engineering

Manipal University Jaipur

Jun 2013 – Jun 2017

C.G.P.A = 7.48 or 75%

Extracurricular Activities

Growth Consultant - Guidepoint & Stream Research Group

- Partnering with hedge fund analysts to solidify investment strategy in the educational technology industry
- Advising large institutional investors about the competition and future of the market over the next few years, and assisting them in moving forward with their thesis

Podcasting - Spotify

- Started 'MentorMe' as a way to interact with industry leaders, thought leaders and inspiring mentors
- Topics include financial literacy, physical and mental well-being, startups and more