

Md Afridi Masud

Aspiring product manager with overall marketing expertise, success working with multiple channels and a passion for growing organizations through brand and product management, product development and market development.



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WORK EXPERIENCE

Product Management Fellow Upraised

PRD's

- [Myntra product improvement](#)
- [Google maps product improvement](#)

Senior Business Analyst Kantar

01/2022 - Present

Bangalore

Data analytics and Brand consulting company

Task

- Analyzed key aspects of business to evaluate factors driving results and summarized into presentations.
- Mapped current business and operational process and offered recommendation for improvement.
- Worked closely with cross-functional teams to create key insights derived from reports created in Power BI to the Customers.
- Collaborated with Cx Facing and Sales teams to formulate new marketing strategies, resulting in increase in brand awareness and a 20% increase year-on-year in sales.
- Pro-actively participated in weekly team meeting with managers; supported idea generation , brainstorming, and concept creation.
- Conduct market research, drafting consumer surveys to collect feedback on company product range in order to deliver functional and quality improvements.

Volunteer Coordinator Stage Weivers

04/2021 - 09/2021

Kolkata

Safe home proving shelter to rescue children and women

Task

- Organized a rescue volunteer team that provide care to 200 Women and children abandoned and abused by their Family within 72 hours of resumption.
- Partnered with 10 local businesses for support to maintain a safe home for better development.
- Supervised a multi-ethnic group of 70 volunteer who successfully provided care to emotional stressed children due to abused from their family.

EDUCATION

Bachelor of Technology Vellore Institute of Technology

06/2017 - 06/2021

Vellore

Courses

- Electronics and Communication Engineering

Career Accelerator Program Upraised

SKILLS

Data Analytics

Decision Making

Business Analytics

SQL

Power BI

Team Leadership

Excel

Problem Solving

Agile Methology

User Research

Marketing Strategy

Product Strategy

Jira

Figma

Mixpanel

Balsamiq

Scrum Framework

UX / UI Design

Market Research

Product Roadmap

Competitor Benchmarking

CERTIFICATES

Product Led Growth, Product School

Data Analytics, Google