Kumar Shashwat, Aspiring Associate Product Manager

Campaign Manager at Media.net

✉ ksacha137@gmail.com

📞 9572132902

in LinkedIn Profile

📍 Mumbai, IN

👤 Profile

A collaborative, inquisitive, data-driven professional with experience in **Campaign Management** and **Product Marketing** who brings sharp consumer focus and stakeholder management skills to the table. Looking forward to applying these skills to create impact by building and scaling innovative **Digital Products** that solve customer needs.

🧠 Skills

Product Marketing (Empathy, Storytelling, Retention Marketing, Positioning, Messaging, Funnels, GTM, Customer Acquisition, Consumer Research),
Digital Marketing (Google Adsense, The Trade Desk, Copywriting, Optimization, Targeting),
Product Management (Wireframing, Product Sense, Documentation/PRDs, Product Strategy, Product Design, Product Lifecycle, Prototyping, Digital Products, Product Education, User Research, Customer Needs, Quality Assurance, UI/UX),
Analytics (Data Analysis, Hypothesis Testing, Forecasting, A/B Testing, Product Metrics, Quantitative Analysis),
Tools and Technologies (G-Suite, Whimsical, Canva, Webengage, Python),
Management Skills (Stakeholder Management, Problem-Solving, Decision Making, Planning, Prioritization, Collaboration, Best Practices)

🧩 Projects

Nykaa B2B Advertising Strategy, *Marketing Case*
01/2022 – 01/2022
- Crafted a GTM and Advertising Strategy for Nykaa to attract more sellers to their platform to increase product listings as a part of my MBA coursework at IIIT Gwalior.
- Used 7 M's and AIDA funnel to come up with targeting channels and messaging.

🧩 Traits

Empathetic, Creative, Passionate, Analytical, Self-Directed.

💼 Professional Experience

Product Management Fellow, *Upraised CAP* ↗
09/2022 – present
- Wrote a Product Requirement Document(PRD) to improve the **Cart-to-Order rate** on HealthKart, an e-commerce app for Health Supplements.
- Created a Product Requirement Document(PRD) to improve **User Engagement** by increasing the **Time Spent Reading** on Wattpad, a social reading app.
- Worked on Identifying User Persona and Customer Needs, Ideating Solutions, Feature Prioritization, **Wireframing**, and Setting key **Success Metrics**.

Campaign Manager, *Media.net*
03/2022 – present | Mumbai, IN
- Creating Impact by Managing High-Quality Programmatic Digital Ad Campaigns with over **$250k monthly spend for 15+ US-based Clients** across different verticals like Automotive, Pharma, and Lifestyle. Following Industry Best Practices.
  - Actively involved in **Cross-Functional Co-Ordination with Design and Tech teams** to execute Campaign Operations across different DSPs like Google Ads, The Trade Desk, Buyerlink, and Zemanta.
  - Communicating the **business value** of solving technical issues with stakeholders.
  - Providing **Feature Recommendations**
- Helped Automotive Clients increase their **Daily Spend by 150%**, reduce the **Cost-per-Lead by 45%** and improve the **Close Rate by 25%.**
  - Conducted a Strategic Review of the previous Strategies.
  - Optimisations included Landing Page Optimization, Ad Copy Tweaks, Closed Leads Data Ingestion, Retargeting Campaigns, **Media Planning & Optimization.**
  - Aligned Stakeholders across Product, Operations, and Engineering Teams to achieve this goal.

Product Marketing Intern, *Uable*
11/2021 – 03/2022 | Remote
- Executed Campaign Operations and GTM strategy for Uable App, a social media app for teenagers through different **channels like Push, E-mail, In-App, and Home Page Banner**s using **WebEngage.**
- Recommended strategic initiatives to increase engagement.
- Helped **increase user-led Acquisition by 30%** through push notifications and **variable-reward campaigns.** Aligned stakeholders across Product, Copywriting, and Visual Design Teams.

🎓 Education

B-Tech+MBA, *IIIT Gwalior*
07/2017 – 05/2022