

# AYESHA NAAZ

## Associate Senior Manager

### PROFESSIONAL EXPERIENCE

**Product Manager** Oct '22 - Present

**CAP Fellowship – Product Management** Oct 2022-Present Bengaluru

- Prepared a **PRD** to increase the **course completion rate** of Unacademy by **10 %** by designing a **doubt clearance platform** for users
- Created a **PRD** to increase the **renewal rate** of Disney+Hotstar by **10 %** by designing a **personalized library feature**

**Byju's:Associate Senior Manager- U-Ex** Jan '22 - Present

- Spearhead** a team of **6 managers** and **120 product experts** administering product lifecycle, user experience, upsell, cross sell, retention, renewal and revenue
- Constructed** a **k12 issue resolution team** to handle B2B and B2C client's queries to bring down **repeated inbound**s by **20 %**
- Established** a **k10 Hypercare team** to prioritize escalations and bring down refund rate from 22% to **15 %** overall
- Contributed** to an **80 % increase** in overall renewal rate by implementing retention strategies resulting in growth in recurring revenue
- Overhauled** the **referral campaign** resulting in a significant increase in customer acquisition and revenue growth of **38000** new users for 2023

**Byju's : Manager-User Experience** Jul '20 - Dec '21

- Headed** a team of **30 product experts**, overseeing all aspects of team performance resulting in a **20 % increase** in productivity overall
- Steered pilots** for **A/B testing** of **BDLC, BTLP, MLP** projects leveraging data to drive decision and aligned the same to Stakeholders
- Defined** the **product vision, product roadmap** and product positioning for **Byju's Early Learn** for international market

**Byju's:Product Expert** Jan '18 - Jun '20

- Played a key role in **feature prioritization**,resulting in the product launch of **Tutor program**, that attributed to **35%** of the revenue in the first quarter of Launch
- Collaborated with **cross-functional teams** for successful launch of **Classes** resulting in **10 x growth** in revenue and acquisition of **28k** users
- Aided **Disney** Developer Team to analyze Byju's K3 product with OSMO integration for an increment in at least **20 % of new client acquisition**
- Deployed Byju's NEO classes** from inception to execution which led to an increase in average daily orders from **200 to 500** orders being punched

**Byju's:Business Development Associate** Jun '17 - Dec '17

- Initiated potential clients outreach** via at least **200 cold calls** everyday to achieve sales targets and **revenue generation**
- Generated **2.2 million** revenue as an individual contributor ranking in the **top 10** BDA

### EDUCATION

**B.Tech in Computer Science and Engineering** Jun '17

8.0/10

### CONTACT

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### BIO

Result-oriented product enthusiast with 5 years of experience covering project and product management. Expert in technology, data, product and design to execute a successful product vision for desired results and business growth.

### KEY SKILLS

Strategic Thinking, Product Marketing, Product Strategy, Product Lifecycle, Project Management, Product Management, Data analytics, Stakeholder Management, Metrics and KPIs, Team Management, Cross Functional Teamwork, UI/UX design ,Product Strategy, Product Design and Specification

### TOOLS

Google Data Studio,Google sheets , Advanced Excel, FigmaWhimsical, Miro , Flowwmap

**Software:** Salesforce, Leadsquared, Freshdesk ,Ameyo,OMS, JIRA, Zendesk

### ACHIEVEMENTS

- Received certificate of excellence from co-founder of Byju's
- All-rounder of the quarter (2020-21)
- Ranked 1 for being the best manager based on employee's feedback