RANITA MUKHERJEE
Aspiring Product Manager | SEO Content Marketer
B.Tech in Electronics & Communication Engineering
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CGPA: 8.16/10

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WORK EXPERIENCE

Upraised – Career Accelerator Program| *Product Fellow* *(Sept '22 – Feb ' 23)*

- Conducted **market research**, identified problems using **JTBD framework**, created **roadmap for MVP, designed wireframes & mockups**, and developed **GTM strategies**
- **PRD: https://docs.google.com/PRD/**
- **Product Observations: https://docs.google.com/product-observations/**

Obbserv Online Services| *Senior SEO Content Writer* *(Sept '21 – Present)*

- Created pillar pages, landing pages and on-page blogs for Amazon Global Selling to provide relevant information to more than 1 lakh Indian exporters to **cross $3 billion in cumulative exports**
- Provided exponential ideas to retain clients and helped them reduce their **new customer acquisition cost by 20%**
- Studied **market trends & analyzed data** to understand customer needs to get presentable insights & create content based on target group
- Co-ordinated with marketing & business to device strategies for **engagement, retention & growth**

Clovia| *Digital Content Producer* *(Oct '20 – July '21)*

- **Assisted the product team in the strategy and roadmap creation** during Clovia Botaniqa's (sister brand of Clovia) launch
- Handled social media pages of Clovia and Clovia Botaniqa and increased the latter's **Instagram follower count of 0 to 50K in 2 months**
- Managed a team of **4** freelance writers, **defined** and **measured OKRs, KPIs, & initiatives** for the content, SEO & marketing team
- Worked on emailers and Google Ad copies, designs, and visuals, and consistently **maintained the emailer CTR to 8-10%**

Grade Stack Pvt Ltd| *SEO & Community Management* *(Apr '19 – Jan '20)*

- Conducted landing page optimization to get **25-20K unique website visits** every month
- **Worked cross-functionally** with the team of engineers & designers to **translate user feedback into product requirements**
- Organized activities on Facebook and Quora community of **1,00,000 followers**, for **studentengagement**
- Collaborated with SMEs (Subject Matter Experts) to **analyze tradeoffs between usability & performance needs**

Orange Corp| *Lifestyle Blogger* *(Dec '17 – March '19)*

- Conducted **market research**, & **interviewed users** to launch a goal-based learning platform from scratch
- Established brand strategy & marketing campaign by using guest blogging and affiliates to grow awareness and build brand loyalty
- Redesigned the community portal, **helped in the onboarding of 50k+ creators**, **and** achieved **efficiency increment of 60%**

Das Writing Services | *Freelance Writer* *(Feb '17 - Nov '17)*

- Created SEO optimized content to **get 1,50,000 unique website visits & 3,30,000 page views in 10 months**
- Led full website redesign with findings from **customer segmentation, competition research**, **increasing website leads by 200%**
- **Reduced new acquisition costs by 20%** by implementing social sharing features and **streamlining user adoption**

TOOLS & SKILLSETS

- **Tools:** MySQL, Google Analytics**,** Semrush**,** Figma**,** Trello**,** Hootsuite, Mailchimp**,** Canva, Excel,Typeform
- **Skills:** Market Research, A/B Testing, Product Roadmap & Strategy, Product Design, User Experience

CERTIFICATES

- **Google Analytics: https://skillshop.exceedlms.com/student/award/wcyJqbfDo2o3EsZQHczppmwN**
- **Product-led Certification Course: https://www.credly.com/badges/3db2dc36-db3a-41cc-b668-bd455a0cde07**

INTERESTS

- Volunteering & Organizing events, Reading, Solving puzzles, Sketching & Logo designing