




# ISH DUBEY

## PRODUCT MANAGER

### CONTACT

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### SKILLS

Product design & development

Data analysis

Requirement gathering

OKR based planning

Designing on Figma

Communication

#### TOOLKIT :

Figma, Notion, Balsamic, JIRA,  
Google Analytics, Tableau

#### LANGUAGES :

C++, SQL, JS, HTML/CSS

### EDUCATION

#### B.TECH COMPUTER SCIENCE

Dayananda Sagar University

2016 - 2020

### INTERESTS

BRAINSTORMING PRODUCT  
IDEAS

MUSIC PRODUCTION

PLAYING RACQUET SPORTS

### EXPERIENCE

#### ASSOCIATE PRODUCT MANAGER

ImpactGuru | Sept 2021 - NOV 2022 (APM Intern JUN - AUG 2021)

Led the development and launch of Impact Guru's new campaigner app.

- 30% of the campaigns were **managed** through the app within **three months** of launch.
- 40% higher **success rates** for onboarded campaigns.
- Reduced **dependency** on the operations team by 30%.

**Developed** a fully automated multilingual chatbot for users to create new fundraiser campaigns by interacting with ImpactGuru's WhatsApp business account.

- New users to campaign-created funnel conversions **increased from 2% to 30%**.

**Build** a task notification system for the inter-team handover of sequential tasks.

- 15% increase** in internal executive **efficiency**.
- 25% drop** in campaign creation to campaign approval **TAT**.

Organized fortnightly meetings to update internal stakeholders about the features released in the current sprint and **gather requirements** for the next sprint cycle.

Prepared sprint **release notes** and **product documentation** fortnightly for proper knowledge transfer to the internal **stakeholders**.

#### OPERATIONS MANAGER

Wonkru | OCT 2020 - APR 2021

Led **customer acquisition and relations** for 14 techno events, including sundowner featuring likes of **SEQU3L, A.Becker, and Delika** at prime venues like Taj Westend, BO-TAI (JW Marriot), and Hyatt Centric in Bangalore city, generating hype of over **1000 attendees** leading to **15% increment in revenue**.

#### FREELANCE WEB DEVELOPER

BANGALORE | JULY - SEPT 2020

Developed a web portal for Abhijeet Sinha Cricket Academy, getting **~20 leads per week**.