

PRAKASH ANTO

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SUMMARY

I'm an insatiable learner with a trained background in Marketing and Analytics hoping to break in to product management with nothing more than a fresh perspective, literally being a fresher and sheer will besides an MBA and a ton of effort

KEY SKILLS

Structured Thinking, Stakeholder Management, Market Research, Data Analytics, User Experience, Business Strategy, Digital Marketing, User Pain Point Identification, Product Development, Project Management, Wireframing, Prioritization, Product Lifecycle Management, Business Analysis, Cross-functional communication, SQL, Python, ML

PROFESSIONAL EXPERIENCE

Product Management Fellow (Career Accelerator Program)

Oct '22 - Feb '23

Upraised

- Trained in a 16-week program aimed at making candidates job ready in the product management domain
- Acquired knowledge about topics including **structured problem-solving, prioritization**, user experience, web and app development basics, metrics and KPIs, psychology of products, and product growth

Business Development Intern

Apr '22 - May '22

Jio Creative Labs | Mumbai

- Directed **market research and strategy** for the start-up ecosystem to identify an optimal value proposition
- Secured **50+ leads** for JCL across industries through extensive primary and secondary market research
- **Managed stakeholders** to co-ordinate meetings and communicate deliverables across teams

Content Development Intern

Dec '20 - Mar '21

Skill-Lync | Chennai

- Spearheaded and executed **20+ video lectures** for engineering courses in collaboration with **international academics** in the domain of Aerodynamics & Data Analytics

PROJECTS

UPRAISED (CAP-Fellowship)

- Implemented the learnings by developing a [PRD for Spotify](#) with the goal of increasing engagement. Formulated and designed three features based on User Research to increase engagement and elaborated implementation details
- Conceptualized product design [PRD on improving revenue for Uber](#) by evaluating new revenue lines and customer journey mapping to identify opportunities and prioritizing solutions using impact-value framework

DEXTERITY- PRODUCT MANAGEMENT CHALLENGE

- Product improvement project aimed at increasing the [market share of Amazon music](#). developed and detailed 3 features to achieve the goal and estimated increase in market share. Received acclamation from the jury
- Product design project aimed at [enabling pro-social behavior through Instagram](#). Developed a super feature using the **hooked model**, and detailed out success metrics to track adoption

EDUCATION

Master of Business Administration

Jul '21 - Feb '23

Indian Institute of Management | Bodh Gaya

- Specialization: Marketing & Analytics
- CGPA (Upto 5th Term): 8.44 (Top 10 of the batch)

B.E. in Mechanical Engineering

Jul '21 - Feb '23

Loyola ICAM College of Engineering & Technology | Chennai

- CGPA: 8.46

AWARDS & ACCOMPLISHMENTS

Runner Up

Jan '23

Dexterity- Product Management Challenge

- Secured 2nd position out of 1200+ participants in product management competition by SP Jain Institute of Management & Research

WINNER

Apr '20

Economic Times Campus Stars

- Was one of the 104 winning candidates surpassing a registrant pool of over 66,000 applicants
- Progressed through a 4-stage process, including an Interview with the President (R&D) of HCL