VAIBHAV SONI

Product Professional & Data Enthusiast

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Product Manager, Product Analyst, Product Operations, Data Analyst, Engineer

EXPERIENCE

Product Manager
Optiblack

📅 May 2024- Present　　📍 Remote

- Creating a single source of truth for your data.
- Helping companies takes data driven decision.
- Building growth strategies baked by quantifiable data.
- Solving problem for companies around the world.
- Choosing right data tech stack and people too.
- Implementation Expert in MarTech Tool Stack Segment/Rudderstack, Mixpanel, Moengage/Customer.io, Hotjar, UXCam, Singular/Adjust

Associate Product Manager
LearnApp

📅 May 2022- May 2024　　📍 Noida

- Mapping out the user experience journey across the Product.
- Brainstorming design and UX Flows with design team
- Work across functions (Growth, Design, Technology, Product, etc.) to align on the project charter and lead the end-to-end deployment.
- Exposure to analytical tool like Mixpanel, UXCam, Google Analytics and Tag Manager, Facebook Pixel for Metric Monitoring
- Marketing and Sales automation with CRM (Leadsquared/Hubspot and Intercom) and Omnichannel Engagement Tools like MoEngage and Wati.
- Foster trust and relationships with Users by Product Experiments
- Devise long-term development strategies, Go to Market (GTM) and SOPs
- Used tools like Notion and Confluence for documentation
- Jira and trello for engineering sprint planning, refinement prioritization, task tracking, retrospective.
- Manual Testing for Android, IoS and Web

Product Associate
Testbook

📅 Jul 2020- May 2022　　📍 Navi Mumbai

- Transforming education requires a one of a kind product, we make the revolution a reality.
- Plan, develop and execute launch of new test series (or live tests), in coordination with content managers and other team members
- Analyze performance of content using high-end analytical tool (Redash)and draw insights to improve content quality
- Interact with users to understand their needs, take feedback and clear their doubts
- Freelancer Management, Timeline scheduling, Smart Book planning, Process optimization, Data presentation and Analytics.

SKILLS

Product Management Tools
- *Jira Software, Product Discovery, Figma, Miro*
- *Documentation*: Notion, Confluence, Trello
- *Product analytics*: Mixpanel, Hotjar, Moengage, Google Analytics

Application Software
- *Expert*: Google Suite (Sheets, Docs, Slides, Drive, Forms, Calender, Gmail, Meet, Chat)
- *Proficient*: Microsoft Excel, Word, Powerpoint

Data Experience
- MS Excel, G Sheets, Power BI, Redash, Mixpanel
- Data Collection, Modelling and Visualisation

Technologies
- *Novice*: HTML/CSS, Javascript, Python, Rest API

EDUCATION

Bachelor of Engineering
Rajiv Gandhi Prodyogiki Vishwavidyalaya

📅 July 2014 - May 2018　📍 Sagar

CGPA: 7.03

12th | Higher Secondary Certificate
CBSE, New Delhi

📅 May 2014　　📍 Manasa

Percentage: 78.8%

10th | Secondary School Certificate
CBSE, New Delhi

📅 May 2012　　📍 Neemuch

CGPA: 9.2

CERTIFICATION

- Product Led Growth by TPF
- Insurjo 22 by TPF
- Product Analytics Micro-Certification (PAC)™
- Partner Certification by Mixpanel

STRENGTHS

Motivator & Leader　Positive Attitude
Hard-working & Persistance　Creative
Quick Learner　Optimistic