

# Sobhangi Sarkar

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## WORK EXPERIENCE

**Verloop.io | Senior Product Manager**

**Bangalore, Karnataka | March 2023 - Present**

Verloop.io is a **Conversational AI** platform for customer support automation, enhances customer experiences through **chatbot deployment**

### Product Management

- Leading the development of self-serve bot platform reducing the time taken to create bot by **20%** and increment in revenue by **25%**
- Working with technical team to Implement the new technologies like **RAG** to reduce the hallucination and increasing the CSAT by **30%**

### Key Achievement

Received Quarterly appreciation (**1/5**) award from the CEO for quickly delivering 4 features in a quarter just after joining

**Milaap | Product Manager**

**Bangalore, Karnataka | May 2022 - March 2023**

Milaap is an online crowdfunding platform that enables to raise funds; My responsibilities enable me to **launch products** through **stakeholder collaboration**, roadmap refinement, improving efficiency of internal teams, and strategic use of communication channels to enhance branding

### Product Management

- **Revamped KYC** process through the integration of automated account addition, saving **5 mins** per user, and lowering **rejection rate** by **15%**
- Integrated **Juspay Express Checkout**, resulting in **25% drop-off reduction** and **15% increase in success rates** on donation checkout page
- Managed **MoEngage API-triggered** Push Notifications/SMS engagement, driving **10% increase in daily active** app users
- Conducted **user research** for a **revenue-boosting feature** launch, enabling user tips at various points and driving a **66.66%** revenue increase
- Worked with external and internal teams to **implement chatbot**, resulting in increment of donor traffic by **45%**, reduced support tickets by **15%**

### Stakeholder Management

- **Collaborated** with the engineering, design, and QA teams to develop, test, and launch multiple features on both the app and web platforms
- **Partnered** with sales team to identify workflow gaps, worked on improving and further driving a **25% increase in user activation** within a quarter

### Firm & Strategic Initiatives

- Designed **15+** team-specific **dashboards** using **SQL and QuickSight**, facilitating daily metric reporting and individual performance tracking
- Guided and mentored a team of **3 product analysts** on Milaap products, enabling to write **product user stories** quickly

### Key Achievements

- Recognized as **Employee of the Quarter (2/120+)** for consistently surpassing expectations and demonstrating exceptional dedication

### Tools & Technologies

- Plivo/Twilio, Jira, Mixpanel, GA, Figma, MailChimp, AppsFlyer, Digiio/ DocuSign, Amazon Quicksight, Zapier, Postman, MoEngage, Freshdesk

**Yellow.ai | Growth Product Analyst**

**Bangalore, Karnataka | Aug 2021 - May 2022**

Yellow.ai is a Conversational AI Platform, delivering autonomous experiences to accelerate enterprise growth. My role revolved around Conceptualizing and executing a **transformative self-serve platform**, enabled **25+ project launches** in **6 months** and propelling revenue growth of over **\$200K+**

### Product Management - PLG

- Collaborated with cross-functional leadership to drive the **PLG Motion**, Scaled to 60+ paid self-serve customers and **500+ monthly signups**
- **Launched** sample bot marketplace, cutting average bot creation time from **5 days to 1 day** by leveraging base framework
- Implemented self-serve template approval, cutting daily support tickets by **40%** through user empowerment and **META** collaboration
- Conducted competitor analysis and **market research** to identify market gaps, helping the sales team target the right audience for **self-serve solutions**

### Firm & Strategic Initiatives

- Implemented **Time and Material (T&M)** project management process for live customers, boosting yellow's revenue by **~\$10K** per customer
- Innovated **3 industry-specific packages** for sales and Customer Success teams, driving separate **upsells** and boosting revenue by **~\$50K**
- Introduced interactive **bot-building demo**, increased product adoption & effectively reducing the **go-live timeline** from **20 days to just 7**
- Documented and established SOPs for KT sessions, resulting in reduction of new employee onboarding time for live projects by **25%**

### Key Achievements

- Received Quarterly Reward and Recognition (**1/7+**) for my contributions in product management team within **2 months** of joining the company

**HighRadius | Associate Software Engineer**

**Hyderabad, Telangana | Sept 2020 - Aug 2021**

Developed features for **4+ global Fortune 500** FMCG, Tech & Healthcare Clients, improving efficiency in deduction management

### Product Development

- Developed **fraud identification bots** and dashboard, optimizing client's team actions and reducing **fraud management** time by **25%**
- Collaborated with **Product Team** for UI enhancement of HighRadius application, revamping frontend for seamless integration with new theme
- **Internship** - During a year-long internship, I built a generic **Machine Learning Models** for Deduction Management System, securing a **PPO offer**

## EDUCATION

**Indian Institute of Management Ahmedabad | Master of Business Administration (PGP - Blended mode)**

**2024 - 2026**

- Part of a **Founding batch** of Post graduate programme in Management (Blended mode) which consist of 1 week on-campus module every term

**Kalinga Institute of Industrial Technology (KIIT) | B.Tech in Computer Science and Communications Engineering | CGPA: 8.9/10**

**2016 - 2020**

- Accomplished **top 10%** academic ranking (Rank **18/200+**) for outstanding performance in academics and extracurricular activities
- **IEEE Publication**: Proposed **Machine Learning based Crop Recommendation System** with **89%** accuracy, **50+** citations, **700+** downloads

### Product Management Certifications

**2022- 2023**

- Certified Scrum Product Owner® (**CSPO**), Scrum Alliance - Learnt Scrum framework, user stories & prioritization through 16 hrs of training
- Fundamentals of Product Management (**PM School**) - Completed **8 week of training** with practical case study experience
- Product Led Growth (**Product School**) - Completed short course on **PLG Principles** with a practical case study application
- Product Analytics Micro Certification - Completed short course on **Product Analytics** from Product School and Mixpanel