ASHRITHA AKULA

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SKILLS

Tools and Software: Figma, JIRA, Google Analytics 4, Mixpanel,WordPress, Mailgun, Excel, Chrome Devtools,
Skills: User Research, User Experience, Market Research, Product Analysis, Stakeholder Management, Agile Methodology, Product Roadmapping, Project Management, Content Writing, Customer Feedback
Languages (Basic): Python, SQL

PROFESSIONAL EXPERIENCE

Associate Product Manager, Onefinnet (Elevate 2.0)   Dec 2023 - Present

- Revitalized B2B and B2C product parallels, utilized by Ivy League universities and top finance firms, by leveraging user research, stakeholder feedback, and competitor analysis resulting in a 23% increase in Monthly Active Users.
- Implemented strategic product, feature, and pricing improvements, leading to a 30% increase in activation rates and a 10% boost in user engagement through targeted releases.
- Established and optimized key performance metrics (CSAT, NPS, churn rate, MAUs), achieving a 10% overall improvement in product performance.
- Developed a robust closed-loop feedback system that integrated user insights with internal testing processes (QA, UAT, sanity), significantly accelerating iteration cycles.

Business Analyst, Strategic Research Insights   Jun 2023 - Nov 2023

- Utilized heatmap and eye-tracking analysis to assess user interactions, informing iterative improvements in both digital and physical campaign performance.
- Developed comprehensive data visualizations, pitch decks, and case studies to communicate product insights and secure cross-functional stakeholder alignment.
- Leveraged qualitative, quantitative, and secondary data analytics on five high-impact pharmaceutical projects to shape product roadmaps and guide strategic decisions.

Product Development Intern, Leucine   Jan 2022 - Apr 2022

- Analyzed user funnels in GA to identify drop-offs and pain points, documented findings, and implemented design enhancements to improve user experience.
- Executed a comprehensive SEO strategy, enhancing website rankings through keywords, backlinks, and best practices, achieving rank 1 for a key term.

EDUCATION

MAHINDRA UNIVERSITY
Bachelor of Technology in Electrical and Electronics Engineering

PROJECTS

Smart Farming Infrastructure: Led a team of 15 members to automate traditional farming processes, analyze farm data to evaluate the needs of farm land, aiming to reduce resource wastage by 70%.
BGM4Life: Developed a hardware unit to collect bio-signal data from analog and digital sensors, to predict emotions

ACHIEVEMENTS, POSITIONS & EXTRA-CURRICULAR ACTIVITIES

- Awarded **third place** in the National Design Challenge by NASSCOM and Adobe.
- Design Head for Mahindra University's Cultural and Sports Fest, EEE Magazine, Literary Club, & E- Cell.
- Awarded **₹3 lakhs scholarship** for Academic Excellence from Mahindra University.