



TANYA GUPTA

Product Manager

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[📁](#) Portfolio

PROFESSIONAL EXPERIENCE

Mentora

Mentora is a growing EdTech company highly focused on its digital learning platform, backed by the wisdom of Hitendra Wadhwa who is a Professor at Columbia Business School.

I am responsible for managing the product lifecycle from ideation to launch. Gather requirements, write documentation and specs, create mockups, prioritize and collect metrics. Helped engineering team in daily activities to deliver key projects that helped to increase engagement and improve scalability.

- Worked with 7+ cross-functional teams to bridge the communication gap effectively for 72 engagements, 18 clients and 9K+ users.
- Managed both technical and operational scale with an engineering team of 12 Developers and 2 QAs as Product Manager through JIRA to meet all tight deadlines.
- Named as "magician" for my positive attitude and ability to apply creative solutions to various challenges.

Lead Product Manager | B2B

Jan 2020 – Present | Gurgaon

- Directly worked with the Senior Director, faculty and CEO to articulate strategic priorities of the company resulting in ~50% user increase.
- Rated as a "5-star employee" due to my determination and ability to adapt quickly that showed a steep growth curve.
- Redesigned user experience from the ground up to present a more modern, cleaner, intuitive and utilitarian interface ensuring 82% client satisfaction.

Associate Product Manager | B2B

Jun 2018 – Jan 2020 | Gurgaon

- Managed a new daily product from scratch, that generated 6 figure revenues and 4.4 average ratings within 2 months of launch.
- Assisted in the establishment of automated test coverage, performance benchmarking, A/B Testing, and other modern-day best practices.
- Build and established the Customer Relationship Management (CRM) system of 60K+ data in Airtable.
- Managed web analytics using Google products - Analytics, Tag Manager, Search Console, Keyword Planner and data studio to provide real-time reports that increased web traffic by 3.5% and bounce rate by -45.3% within 2 months of launch.
- Improved the Alexa Ranking by ~8M for 2 websites that were being buried in the search results to the 1st position within a month.
- Also learned and prototyped an entire app design within 2 days using Adobe XD saving 5L.

TECHNOLOGY

Product Management

Market Research, A/B Testing, Roadmap and Strategy, Documentation, PRD, UI/UX, JIRA

Data Analysis


Machine Learning, MS Excel, Google Analytics, MsSQL, Tableau, Data Studio

Others



Whimsical, Adobe XD, User Acceptance Testing, SEO, Airtable

EDUCATION

B.Tech

Maharaja Agrasen Institute of Technology 

2014 – 2018

- **Training:** Machine Learning in Python, Java and Android Application Development, Cloud Computing Technology and competitive coding.
- **Research Papers:** Industrial pattern analysis (Hadoop)  , Securing data by encrypting and decrypting 

LEADERSHIP

Industry Mentor

May 2020 | Coding Ninja

Mentored 30+ college students for securing placements in crisis.

Top 100 | ET Campus Star

2018 | The Economic Times

Recognized among 25,394 India's brightest engineering minds.

Young Data Scientist

2017 | ZS Associates

Stood in the top 25 in ZS young data scientist challenge among 9990 candidates.