



Aaghran Ghosh

Product Manager | Product Developer | Startup Enthusiast

Pragmatic product manager with over 5 years of overall experience in product management, consumer web product development, analytics, and SEO. 400k+ installs in 3 months at myBataz; 200% increase in organic traffic at Via.com



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Bangalore



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instagram.com/wanderingbong

SKILLS & COMPETENCES

Product Roadmapping

Google analytics

Defining Product

Agile

UX

Communication

Cross-Functional Teams

Javascript

NodeJS

AWS

GIT

SCRUM

Visual Design

INTERESTS

Photography

Motorcycling

Military History

Travelling

Video Editing

Gaming

WORK EXPERIENCE

Product Manager

ZipGo

10/2018 – Present

ZipGo is an on-demand AC bus service providing Reserved Seating to customers.

- Managing an android app, react-based dashboard built from scratch. Working with 5 team members and 4 freelancers for active development and maintenance.
- Handling day-to-day product decisions for the Intercity vertical.
- Liaising with operations, customer support and business teams on strategy, customer pain points and new initiatives.

Product Head

myBataz

01/2018 – 08/2018

myBataz is a performance-based platform where we build community of Fashion & Lifestyle audiences around Brands through a social media approach

- Over 400,000 installs of the Android app in a span of 3 months from launch. Monetised using AdSense and other AD mediation tools like admob, appodeal and inmobi.
- Responsible for end-to-end execution of product lifecycle starting from market analysis, wireframing, development, launch, operations, digital marketing, sales & revenue.
- Used Google analytics, firebase analytics, Clevertap, Feedback loops etc to understand user flows and optimise/improve product flow and user experience, increase retention.
- Managed an engineering team of 6 developers to deliver product initiatives. Actively maintained WordPress and the AWS infrastructure.

Engineering Product Manager

Via.com

04/2017 – 12/2017

Bangalore, India

- A 200% increase in organic traffic. Worked closely with Marketing and Engineering to create an automated and robust product for SEO pages spanning across 8 countries and 5 languages.
- Worked with various teams like customer support, operations, marketing, business to understand the new initiatives and pain points of the organizations.
- Used data from consumer meetings/agent calls/google analytics and in-house data points to get insights about user behaviour.
- Responsible for creating Product requirement documents for consumption by engineering, UX Design teams.

UI Developer / Team Lead

Via.com

06/2015 – 03/2017

- Managed the UI team, of 5 developers working on Nodejs application with the latest tech like HTML, CSS, JS, jQuery, ReactJs to deliver UI initiatives across various platforms.
- Developed and responsible for a CI/CD system based on Jenkins and GIT, resulting in removing manual intervention and streamlining the deployment process.

EDUCATION

Bachelor of Technology (B.Tech.) Information Technology

National Institute of Technology Durgapur

2010 – 2014