

Nikhil Jogendra

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Product Portfolio |  HackerRank |  LinkedIn

EDUCATION

Master of Business Administration – Marketing & Strategy <i>Institute of Management and Technology</i> India	Jun 2022 – Mar 2024 Ghaziabad,
Bachelor of Engineering – Industrial Engineering & Management <i>Siddaganga Institute of Technology</i> India	Aug 2015 – May 2019 Tumkur,

SKILLS

B2B Product Marketing | Product Management | Product Strategy | Roadmapping | Wireframing | A/B testing | UI/UX | Competitor Research | Metrics & KPI's | MySQL / SQL | Figma | Google Analytics | Tableau | VWO

ACHIEVEMENTS

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- Secured runner-up position in PM School Live challenge titled "Increasing Average Reading time on Medium", 2024
 - Secured Elite Silver Medal for exemplary performance in Marketing Management -1, NPTEL National exam, 2020

EXPERIENCE

Zycus Infotech – <i>Senior executive, Product Marketing, Bangalore</i>	Apr 2024 - present
<ul style="list-style-type: none">Achieved a 15% increase in average session time by spearheading A/B testing initiatives on the company website using landing page optimization and personalized content strategies.Improved the download rate L1 metric by 10% by revamping critical marketing assets, leveraging user feedback and market research.Achieved a 30% reduction in the contract renewal timelines by streamlining stakeholder management, by adopting enhanced account management practices.Developed and implemented an ROI calculator leading to a 20% increase in client Interaction rate during sales calls by leveraging procurement KPIs to illustrate product value.	
Ofbusiness Tech Pvt Ltd – <i>Sales & Strategy intern, Chennai</i>	Apr 2023 – Jun 2023
<ul style="list-style-type: none">Expanded the potential customer base by 10% by conducting market research and analysis to identify opportunities for new business development.Generated over 25% increase in qualified leads and received purchase inquiries worth INR 65 Lakhs through strategic field visits and cold-calling strategies.	
Timken India Ltd – <i>Technical Sales Representative, Chennai</i>	Jun 2021 – May -2022
<ul style="list-style-type: none">Managed B2B account relationships and enhanced the upsell and cross-sell RFQ metric across MNC and OEM clients in diverse sectors.Successfully onboarded a key client generating sales worth INR 2.5 lakh, in the cement manufacturing sector in Q4 2022, by supervising account-based marketing campaigns.	
Gokaldas Exports Pvt Ltd – <i>Junior Industrial Engineer, Bangalore</i>	Apr 2023 – Jun 2023
<ul style="list-style-type: none">Boosted efficiency of sewing line up to 90% by implementing process engineering and control strategies.Reduced the line changeover time by 10% for sewing line "A" using workflow studies and ergonomics.	

NOTABLE PROJECTS

Coolhead.tech – *Founder (pro-bono)*

Jul 2024 - present

- **Developed and launched Coolhead.tech**, an MVP for solving root cause analysis questions in a simulated interview format, utilizing a no-code platform with an initial focus on UI/UX and user acquisition.
- **Increased the average session time by 5%**, by optimizing the user interface using comprehensive user research feedback collection.
- Acquired **Monthly Active Users(MAU) base of 250+ students** who played in the simulated interviews, demonstrating successful user acquisition and activation.

Revitalizing “Dove” – *Live Project at InsideIIM*

Apr 2024 - present

- Led Dove's brand revamp strategy including market analysis and competitor research and proposed the launch of "The Subtle Secret" campaign, increasing brand awareness and consumer trust.
- Executed consumer-centric product marketing initiatives by analysing feedback, designing targeted campaigns, and optimizing the GTM strategy, boosting brand perception and market penetration.

CERTIFICATIONS

- Certified by AltUni – InsideIIM in Product Management Program, 2024
- Coursera Certified Brand Management by London University, 2023
- Certified in Marketing Management-1(NPTEL) by IIT Kanpur, 2020