

Nikhil Jogendra

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Product Portfolio |  HackerRank |  LinkedIn

EDUCATION

Master of Business Administration – Marketing & Strategy

Institute of Management and Technology

Jun 2022 – Mar 2024

Ghaziabad, India

Bachelor of Engineering – Industrial Engineering & Management

Siddaganga Institute of Technology

Aug 2015 – May 2019

Tumkur, India

SKILLS

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

ACHIEVEMENTS

- 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 – Senior executive, Product Marketing, Bangalore

Apr 2024 - present

- 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 – Sales & Strategy intern, Chennai

Apr 2023 – Jun 2023

- 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 – Technical Sales Representative, Chennai

Jun 2021 – May 2022

- 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.

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

Sept 2024 – Oct 2024

- 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