



# ANTARA BHATTACHARYA

## Product Manager | NIT Bhopal

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Driven Product Manager with five years of experience across multiple sectors. Skilled in independent learning and cross-functional collaboration, delivering innovative solutions that boost revenue and user retention in live weather forecasting product. Currently developing global SaaS software solutions for a leading supply chain company.

## EDUCATION

### National Institute of Technology, Bhopal

#### Bachelor of Planning

2014 -2018

## EXPERTISE

### Soft Skills

Leadership, Collaboration, Communication, Analytical Thinking, Eye for Detail, Creativity, Competitive Analysis, 0 -1 Product Strategy, Agile Framework

### Hard Skills:

Confluence, Mixpanel, JIRA, Agile Scrum, Notion, Figma, Whimsical, MoEngage, Firebase, Zendesk

## CERTIFICATIONS

### Reforge

Mastering Product Management  
March 22 - April 22

Data for Product Managers  
July 22 - October 22

## REFERENCES

### Malay Krishna

Director, PM @ Vyapar

+91-85880 09904

krishna.malay.srivastav@gmail.com

### Sarah Main

VP, Product

sarahmmain@gmail.com

## EXPERIENCE

### Product Manager, Logward

Dec 2023 - Present

- **Leading Logward's Sourcing Cloud:** Solving complex problems, designing experiences and guiding a team of engineers at building the Order Management software solutions, driving Logward's SaaS product towards optimised efficiency, enhanced user satisfaction, and market success.
- **Automating Order Consolidation:** Developing an advanced computation and user-friendly design to optimise order consolidation, reducing manual effort and time spent, boosting user experience, and expediting shipping.
- **Secure Document Management:** Strengthened Logward's Shipping Database by introducing user permissions on Document Management, enhancing data security and flexibility.

### Product Manager, Groundtruth

Jan 2021 - Jul 2023

- **Web Traffic & Revenue Growth:** Redesigned Air Quality Forecast section, driving a 41% page views rise and \$450K in additional revenue.
- **Geolocation Data Analysis:** Pioneered WeatherBug Mobility Data Feed Pipeline project, equipping clients with advanced geolocation analysis tools. Realised a 30% client data utilisation efficiency boost and 25% increase in client satisfaction ratings over six months.
- **Privacy-Safe Technology Development:** Directed a dedicated team in development of Privacy Safe Audience SDK, targeting 40% reduction in personal data sharing between business partners and advertisers.

### Senior Executive (Product), ShopX

Feb 2019 - Jan 2021

- **Merchant Credit Onboarding:** Engineered a document upload process, resulting in 455% application growth within 90 days, improving onboarding efficiency and merchant satisfaction.
- **QR Code and Payment Navigation:** Led product and design initiatives to enhance QR code, transaction history, and Payment Settings discovery and navigation, leading to 35% user engagement boost and 25% reduction in navigation-related queries within three months.
- **UPI Payments Adoption & Retention:** Drove the adoption and retention of ShopX UPI payment methods among retailers across India. Crafted a rewards program that resulted in a 496% monthly repeat user base growth over 9 months, reinforcing product market position and user trust.
- **GTM Strategy & App Release Leadership:** Crafted GTM strategy, App Release Plan, and internal user testing processes, reducing go-live time by 50% and enhancing feedback loops by 40%, fostering efficient and user-friendly app updates.

### Product Marketing Intern, Spoyl

Oct 2018 - Feb 2019

- **Promotional Programs Leadership:** Spearheaded collection launches, marketing campaigns, and app store optimization strategies, driving 34% user engagement and 28% app download growth in the first quarter.
- **UX Writing & Campaign Planning:** Handled all product communication, including content and UX writing, elevating user click-through rates by 47% and increasing multiple feature funnels by 18%.