

Gauri Mathur

Product Marketing Manager

[✉ mathurgauri91@gmail.com](mailto:mathurgauri91@gmail.com) [in linkedin.com/in/iamgpm/](https://www.linkedin.com/in/iamgpm/) gaurimathur.weebly.com

WORK EXPERIENCE

Product Marketing Specialist

Ola (Ola Financial Services) [✉](#)

June 2019 - Present

Bangalore

- Drove 30% increase in new customer acquisition in 8 months for OlaMoney Postpaid.
- Developed an efficient offer redeeming process that reduced support tickets by 20%.
- Built compelling in-product messaging frameworks that drove 20% increase in collections & revenue in April 2020.
- Cross functional collaboration with Designers, Product Managers, Account Managers, & creative agencies.

Product Marketing Specialist

Happay [✉](#)

Aug 2017 - June 2019

Bangalore

- Implemented UI/UX changes based on deep competitive feature analysis.
- Developed functionalities for a new credit card product to be launched in the US.
- Market and value positioning of every product, along with building all marketing collaterals.
- Initiated website revamp project, owned content & design.

Client Relations - Analyst

Alepo Technologies Pvt Ltd [✉](#)

May 2016 - Mar 2017

Pune

- Headed sales operations and new business development for South East Asia.
- Generated 500+ qualified leads, designed sales pitches and new market strategies.
- Built a pipeline of \$5 million in SEA region in a span of 10 months, engaged and on-boarded 3 new partners for local presence in the region.

Business Development Manager

Tech Mahindra [✉](#)

Dec 2013 - Apr 2016

Hyderabad

- Headed pre-sales for the Public Sector domain for North America and won a \$70 million deal with the State of Nevada, USA.
- Selected as an 'Achiever in the Making' through Tech Mahindra's elite AIM Program. Selected among the top 20, among 800 applicants.
- Built Business Process Reference Models to as solutions to optimise manufacturing supply chains.

EDUCATION

Bachelors of Engineering, EEE

Visvesvaraya Technological University

Aug 2009 - Aug 2013

CERTIFICATIONS

Product Management Certification

Upgrad [✉](#)

Jan 2017 - Aug 2017

Fundamentals of Digital Marketing

Google [✉](#)

Apr 2020

SKILLS

Digital Marketing

Data Visualisation

Copywriting

Consumer Research

Content Marketing

SEO

Business Analysis

Design

Branding & Positioning

Microsoft Excel

SurveyMonkey

Google Ads

HTML5

CSS3

Google Analytics

Keynote

EXTRA CURRICULAR

- Started a profitable side-hustle called POFF! Clothing, a customised merchandise online store.
- An Alumni Speaker for Upgrad - Conduct live interactive webinars for prospective product managers to help them transition into a PM role.
- City Representative of Channel [V] in Bangalore in 2013, headed a team of 13 college students to organise, brand and market the channel's India Fest.
- Elected as President of Placement Cell for EEE department from 2009-2013.