

Aakash Mehrotra

Associate Product Manager

Bengaluru, Karnataka · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Engineering graduate and MBA with a product internship at a B2C edtech app, owning a revision planner feature from research to launch. Comfortable running user interviews, writing PRDs, sizing opportunities and reading funnels in Mixpanel and SQL. Looking for an associate product manager role at a consumer or SaaS company.

SKILLS

User interviews · PRD writing · Funnel analysis (Mixpanel) · SQL · Wireframing in Figma · A/B test design · Prioritisation frameworks · Jira · Competitive analysis

EXPERIENCE

Product Management Intern — Consumer edtech app for competitive exam preparation, Bengaluru

6-month internship

- Interviewed 25 learners preparing for state exams and found that missed revision, not content gaps, drove most dropouts.
- Wrote the PRD for a weekly revision planner and worked with two engineers and a designer to ship it in five sprints.
- Planner users showed noticeably higher week-four retention than a matched control group in the launch A/B test.
- Set up Mixpanel events and a dashboard so the team could track planner adoption without asking analysts.

Software Engineer — IT services company, retail client team, Hyderabad

1 year 6 months

- Built order tracking APIs in Java for a retail client's mobile app and joined user acceptance calls with the client product owner.
- Suggested a simpler return-request flow after reading support tickets, which the client added to the next release.

EDUCATION

MBA — Private business school, Pune

Product management club lead; winner of an inter-college product teardown contest

B.Tech in Computer Science — Private engineering college, Jaipur

CERTIFICATIONS AND REGISTRATIONS

- Product Analytics with Mixpanel, online course

- Google UX Design Certificate (selected modules)

PROJECTS

- Product teardown series — published eight teardowns of Indian consumer apps covering onboarding, pricing and retention loops

LANGUAGES

English · Hindi