

Meenakshi D

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Professional Summary

Successfully building B2B Products leveraging Data, Technology and Market Research. Collaborating across Tech, Design and Client Services, and owning the Product Roadmap and the vision to build Customer-centric Products.

Experience

Associate Product Manager, ZoomRx, Chennai

June 2022-Present

- Building a B2B product that collects data from consented users via software browser extension. Leveraging this data to empower US Pharma Giants to take Marketing decisions.
- Improved the bottom-line revenue by optimizing the costs at tech infrastructure and achieved a 28% margin in Q42023. Played a key role in Business Development creating 40% of the Product revenue.

Associate Product Manager, MiQ, Bangalore

Jan 2022-June 2022

- Responsible for Product Planning, Roadmap, Feature Implementation, Integration and Release of all Trading efficiency features for an 80M revenue generating Product.
- Improved the Connected TV Campaign Margin by 3-5% in March-April 2022 by building an Auto Optimization feature that ranks the best CTV deals for different sites/apps combinations.
- Built a futureproofed TV Solution using Contextual features that will act independently without PII based information. Test campaign has shown reduction in CPM of up to 1.8\$ (~30%)

Senior Product Analyst, MiQ, Bangalore

August 2019 – Jan 2022

- Created and integrated a MiQ Proprietary OTT lookup that has increased the CTV revenue by 3x by integrating it in CTV Pitch, Planning, Activation and Measurement.
- Complete ownership on onboarding, evaluating, and creating pre-campaign insights dashboard for a major data vendor in a completely new market (ANZ) for the team.

Decision Scientist, Mu Sigma Business Solutions

June 2016 – August 2019

- **Driver analysis and Demand forecasting for new product launches for a leading CPG manufacturer**
Worked with VP of R&D to identify the drivers for the success of a new product launch by analyzing sales trends, distribution and A&M spends; Forecasted the demand for a new product based on its attributes (like flavor, size, competition, and class composition) using linear mixed models that was scaled across LatAm region.
- **Automated the Incentives Tactics Report creation; Created an Enterprise-wide Reporting Solution**
Phase I: Automated the report creation and reduced manual effort from 6+ hours to less than 30 mins
Phase II: Lead a 3-member team to design and build a DataMart in Hadoop; Create Power BI dashboards for anomaly detection, historical price drops and comparison of vehicles across sister brands that is used by the VP of Marketing & Finance.
- **Customer Segmentation Platform for a leading FinTech Company**
Built a customer segmentation platform that generated insights on customer groups based on the behavioral and predictive attributes from one of the largest existing transactional data for improved targeting during campaign design.

Skills

- Product Management | Product Roadmap and Planning | Agile Methodologies | Data driven decisioning | Cross-team Collaboration | Product Pricing | Cost Optimizations | Team Management | Data Analysis
- JIRA | Mixpanel | Kibana | PySpark | AWS | Cloud | Databricks | Tableau | PowerBI | Python | MS Suite | SQL

Education

Bachelor of Engineering: Electronics and Communication
Anna University, Chennai

2012 - 2016
CGPA: 8.03

Workplace Awards

MIQ (2019 - 2022)

- Q1 2022 Impact Award for #Unity building Geo Contextual Feature for Advanced TV Solutions.
- 2021 Annual Team Award for #Unity bringing growth across all the business areas.
- Q4 2020 Quarterly Award for #Courage for taking up complete ownership of TV/OTT Insights on Hub from scoping and planning, communication, collaboration, to pipeline development. We have seen very good feedback regarding the release.
- Q1 2020 Quarterly Award for #Determination for commitment and contribution to the product and the team, willingness to learn and upskill.

Mu Sigma (2016 - 2019)

- Feb 2019 Spot Award - to appreciate excellence in work for “Being a driving force of the team, delivering and ensuring the consumption of incremental tools.”
- Oct 2016 Spot Award - to appreciate excellence in work for “learning quickly various Machine Learning Algorithms and showing interest in fixing bugs and revamping modules for improvement in performance.”