

# SRAVYA MAJETI

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## SUMMARY

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Customer Obsessed Product leader with 9+ years of experience building 0→1 and 1→N platforms. Proven track record of owning product lines, driving revenue expansion, shipping AI-powered systems, and leading cross-functional teams of 25 across product, engineering, design, analysts, sales, marketing, and legal.

## EXPERIENCE

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**Only Much Louder - OML** (India's best influencer marketing agency) 2022–2025

### Senior Product Manager

*Founding PM for Hypothesis SaaS vertical. Owned 0→1 strategy, execution, & revenue growth. Led 15-member team*

- Drove 60% net new client growth and 100% cross-sell penetration by defining and launching a Creator Discovery platform for brands and agencies. Set end-to-end product vision, competitive pricing, roadmap, data pipelines.
- Boosted creator search usage by 60% and slashed related support queries by 50% by introducing GenAI-based natural language querying to simplify the creator discovery experience & empowered non-technical users to find niche talent.
- Optimized manual creator vetting by 30% by launching an in-house NSFW brand safety transformer flagging 5 key parameters, automating the risk-assessment pipeline & enabling brands to select quality, brand-safe creators.
- Automated onboarding workflows (100% eliminated dev bottlenecks) → 40% reduction in account setup time.
- Solely led company-wide GDPR and ISO compliance initiative, aligning 7 internal/external teams.
- Received "Best Performer" award for 2 consecutive years for consistently driving Hypothesis topline growth.

**ProAlley by Aptech** (India's largest multimedia coaching company) 2021–2022

### Product Manager

*Led 10 member team across engineering, design, support, social media to launch the entire learner experience*

- Defined prioritized roadmap via user research, JTBD synthesis to ship differentiators (a) Live Mentor sessions, (b) Async query resolution with tutor. Delivered 100% satisfaction to premium users.
- Built a robust Content Management System (CMS)→ removed 100% of developer dependency for course launch.
- Led SEO initiatives that improved organic search visibility by 25% and TOFU traffic reducing CAC.

**Nuclei** (India's top banking aggregator enabling banks to become super apps) 2018–2021

### Product Manager

*Led 25 member team across engineering, design, support, social media to launch the entire learner experience*

- Launched Recharge, Credit Score, Donations, Bill Payments, DigiGold contributing to 50% of company revenue.
- Incorporated Smart Vendor Routing to optimize recharge success rates→ increased revenue by 35%.
- Conducted user studies to identify pain points, shaping the product for a 1.5M user launch.
- Introduced Role-Based Access Control (RBAC) in the customer support dashboard, ensuring secure data access.
- Ideated and shipped Donations module during Covid-19 in record time of 2 weeks, raising \$150K in 2 months.

**Ola Cabs** (India's biggest competitor to Uber) 2016–2018

### Product Analyst

- Grew rental bookings by 15% by designing intent-based cross selling algorithm by analysing patterns in 100K rides.
- Analyzed demand for "Micro Rentals" across 3 cities for market entry and captured 20% of city bookings.
- Reduced coupon burn by 15% by introducing a feature to target first-time rental users in coupon dashboard.
- Boosted driver peak login hours by 20% by strategically nudging segmented drivers. Ran A/B tests before full launch.

## EDUCATION

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**Indian Institute of Technology, Kharagpur** (India's top engineering college with admission rate of 1%) 2011–2016

## VIBE CODING PROJECTS

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- Built an end-to-end **Bedtime stories** app that emails a unique, AI-generated short story to subscribers.
- Developed **quizzing** platform that generates different questions everytime a user takes the test on app.
- **Tools:** Antigravity, Cursor, Replit, Vercel, Github, OpeanAI, Gemini. **Analytics:** SQL, R, GA, Metabase, Mixpanel

## VOLUNTEERING

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- **Admin** of UPAY NGO, Bangalore center. Responsible for **hiring** Interns, Procurement of items, CSR activities.
- Worked as Director, Expansion for Feed India NGO to create a network of donors, NGOs and recipients.
- **Mentored** a group of aspiring PMs in a case study from IIM Sirmaur in Creators of Products Community.
- **Elected** as **General Secretary**, Technology for SN/ IG Hall and handled 8 interhall events.