MANOGNA V

Associate Product Manager

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SUMMARY

Product-minded professional with 4 years in user research, digital strategy and go-to-market at a digital agency and a climate-tech startup, now moving into product management. Certified in AI-First Product Management (Airtribe), with an end-to-end BookMyShow capstone from user research to PRD and clickable prototype. Known for reading data while work is live (conversion +28%, CPA −18%) and aligning leadership, finance and product on one objective.

SKILLS

Product: Discovery, User Research, JTBD, Personas, Journey Mapping, PRDs, User Stories, MVP Planning, RICE, MoSCoW, OKRs, North Star & Guardrails, Funnel & Cohort Analysis, A/B Testing, Agile, Stakeholder Management
Strategy & AI: Go-to-Market, Consumer Insights, Competitor Research, Data Analysis, Positioning, Generative AI, Prompt Engineering, AI-Assisted Research, Vibe Coding
Tools: Jira, Notion, Trello, Figma, Lovable, Google Analytics, Excel, Meta Ads Manager, ChatGPT, Claude, Gemini, Perplexity, Hootsuite, Mailchimp

WORK EXPERIENCE

Brand & Social Media Manager — April 2025 – Present

FOWE Eco Solution Pvt. Ltd. | Bangalore, Karnataka

- Owned digital strategy across all social platforms, aligned to company goals; grew organic reach 45% in 6 months.
- Planned and coordinated 10+ initiatives end to end, delivering a 30% quarter-over-quarter rise in user engagement.
- Analysed user and campaign data while campaigns were live, lifting conversion by 28% and cutting cost per acquisition by 18%.
- Coordinated launches with leadership, finance, hiring and product; mentored 4 associates (team speed +20%).

Social Media Associate — February 2023 – March 2025

Red Baton Digital | Bangalore, Karnataka

- Drove go-to-market strategy for 15+ multi-industry campaigns, increasing product adoption for client brands by 33%.
- Led user research, competitor analysis and market exploration, improving content effectiveness by 25%.
- Built analytics reporting frameworks that turned data into decisions, improving ROI by 40% across three key accounts.
- Main contact for Swiggy, GeoServe, Suyug and Thimblerr; aligned creative, strategy and accounts (timelines −25%).
- Developed executive-branding and positioning strategies, increasing C-suite social reach by 50%.

Social Media Intern — August 2022 – February 2023

Red Baton Digital | Bangalore, Karnataka

- Supported GTM for 5+ initiatives (delivery reliability +23%); tracked performance in Meta Ads and Hootsuite (engagement +17%).

PRODUCT PROJECTS

BookMyShow: Discovery-Led Booking Conversion (Capstone) — July 2026

Airtribe, AI-First Product Management

- Surveyed 38 users: 47.4% of stalled plans were waiting on friends; 31.6% of near-bookings stalled at group confirmation.
- Ranked 15 ideas with RICE; chose Group Plan Mode for the largest validated barrier, not the top raw score.
- Wrote PRD, north star (18% → 32% conversion target) and guardrails; built a 6-screen Lovable prototype and AI discovery tool.

AI-FIRST PRODUCT PRACTICE

- **Thinking first, AI second:** frame problems and hypotheses myself, then stress-test them with Claude, ChatGPT and Perplexity.
- **Research synthesis:** AI clusters survey and interview responses into themes; I verify each insight against raw data before acting.
- **Faster artefacts:** AI drafts first passes of PRDs, user stories and event specs; I own scope, edge cases and trade-offs.
- **Prototyping by vibe coding:** build working prototypes and AI tools in Lovable and Claude to test ideas before engineering effort.

EDUCATION, CERTIFICATIONS & AWARDS

- **B.Com, Finance Major, Marketing Minor**, Bangalore University
- **Certifications:** AI-First Product Management, Airtribe (2026); Google Project Management, Coursera (2025); Google Digital Marketing & E-commerce, Coursera (2025); Advertising, PR & Corporate Communication, AAFT (2025); HubSpot Email & Social Media Marketing
- **Awards:** 21st Century Emily Dickinson Award, BookLeaf Publishing (poetry collection “Ink and Words”); Most Resilient Team Player, Red Baton Digital (2024); Team Player Award (2025)