

Product Manager | Driving Innovation | Building Products Users Love

SRINITHI VISHNU

A: South East London | M: +44 (0) 7767 934488 | E: srinithivishnu21@gmail.com | [LinkedIn](#)

Ready to Work Immediately | No Employment Restrictions

PROFILE

Results-oriented Product Manager with 5 years of experience driving product success through user research, data analysis, strategic product road mapping, product life cycle management and marketing. Proven ability to convert customer needs/pain points into actionable product solutions, such as increasing user engagement by 20%. Eager to leverage experience through cross-functional collaboration to create innovative, user-driven products in fast-paced, dynamic environments.

KEY SKILLS

Problem Solving | Consumer Research | Product Strategy | Agile | Product Lifecycle Management | Product Road Mapping | Stakeholder Management | Cross-functional Collaboration | Forecasting | Customer Centric Approach | Market Research & Competitive Analysis | Clear & Concise Communication | Data-Informed Decision Making | Understanding of Digital Marketing Platforms | Miro | ProdPad | Figma | JIRA | Confluence | SPSS |

CAREER HISTORY

Sky (Sky Glass TV)

Product Manager (Career Accelerator Program)

Jul 2024 – Aug 2024

King's College, London, UK

Sky Glass is Sky's 4K Quantum Dot TV that operates entirely over Wi-Fi, offering a streamlined viewing experience without the need for satellite dishes or recordings.

Product Strategy & Product Design:

- Designed and validated accessibility solutions for Sky Glass TV, ensuring compliance with regulatory standards and creating a market differentiator
- Led user research and prototype development to solve key pain points and confirm product-market fit, delivering a high-value solution that drove measurable business outcomes

Healthy Tribe (Online Store)

Product Manager

Jul 2020 – Jul 2021

Tuticorin, India

Freelanced for Healthy Tribe, an online store offering healthy dessert & sandwich alternatives. They replace high-calorie ingredients with healthy alternatives, making them a successful market leader by bringing their products notable to digital platforms.

Product Management, Market Research & Competitor Analysis:

- Achieved a 20% monthly increase in subscribers by implementing a data-driven product strategy and user research, leveraging SMART goals
- Analysed marketing mix strategies and social media trends to improve target audience and content development for Healthy Tribe, *increasing engagement by 10%* and boosting Instagram followers by 25% within 3 months

Social Media Management & Customer Engagement:

- Boosted online customer engagement and expansion through a well-defined social media strategy resulting in a 5% increase in click-through rates and a 10% growth in online sales (https://www.instagram.com/healthy_tribe/)

SRS Constructions

Digital Product Manager

Jan 2020 – Jun 2020

Tuticorin, India

Worked on a Contract for SRS Constructions, a 60-year-old intl. company that is a pioneer in delivering industrial projects for private and government entities such as nuclear power plants, roads, and reservoirs with a turnover of over GBP 7 million.

Competitive Benchmarking & User Acquisition:

- Achieved a 20% uplift in web traffic and user engagement in just 4 months by executing a competitor analysis on 5 websites using Porter's Five Forces framework
 - Leveraged Google Analytics insights to enhance site effectiveness, *achieving a 25% reduction in bounce rate* over 3 months (<https://srsconstructions.com/>)
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Narmadha Go Salai (NGS) Pvt Ltd	Product Consultant	Jul 2019 – Oct 2019 <i>Tuticorin, India</i>
<p>Freelanced for NGS, a start-up that delivers farm-fresh products daily via online subscriptions through mobile application. It connects local farmers with customers, expanding their reach.</p> <p>Product Strategy:</p> <ul style="list-style-type: none"> – Introduced the ideation of a ‘<i>Marketplace mobile app</i>’ through user research, thereby shaping the product roadmap which targeted a <i>50% reduction in operational costs</i> while ensuring <i>strong product-market fit</i> 		
Funskool Ltd	Senior Product Executive	Nov 2018 – Jun 2019 <i>Chennai, India</i>
<p>Full-time at Funskool (American counterpart Playskool), a leading Indian toy manufacturing company, founded by the owners of MRF and Hasbro. The company also manufactures and distributes products under license from foreign toy brands including Hasbro, Disney, Warner Bros., Takara Tomy, and Ravensburger.</p> <p>Product Management:</p> <ul style="list-style-type: none"> – Boosted online sales from 40% to 60% by implementing e-commerce capabilities on the website – Improved CTR to product pages by 50% through merchant-specific CTA buttons such as ‘<i>Buy from Amazon</i>’ etc. – Successfully drove sales for allocated brands by launching 2-3 products per category each month, leading to a 5-7% increase in national sales through the Waterfall approach 		
CavinKare Pvt. Ltd, (CK’s Foods)	Marketing Officer	Apr 2017 – Sep 2017 <i>Chennai, India</i>
<p>Employed full-time at CavinKare, a leading FMCG conglomerate in India renowned for pioneering the sachet revolution globally. The company offers a wide range of hair and skincare products, along with food and snacks, dairy, and beverages.</p> <p>Product Market Research & Customer Insights:</p> <ul style="list-style-type: none"> – <i>Led a team of 8 Area Sales Managers (ASMs)</i> in conducting in-depth primary research for individual store locations – Identified and addressed sales issues in underperforming outlets by utilizing the marketing mix (4Ps) strategy to analyse the sales trends across 58 outlets <p>Product Pricing & Market Positioning:</p> <ul style="list-style-type: none"> – <i>Boosted revenue quarterly by 2%</i> by implementing successful <i>pricing strategies</i> for products through market positioning and effective value proposition for each product category <p>Product Launch, Marketing, and Promotions:</p> <ul style="list-style-type: none"> – Crafted and executed compelling product launch strategies, informed by rigorous competitive benchmarking, to ensure widespread customer adoption of new offerings – Designed and implemented innovative marketing and promotional product campaigns, driving brand visibility and engagement across diverse consumer groups <p>Project Management & Budgeting:</p> <ul style="list-style-type: none"> – Forecasted marketing budgets for all outlets based on sales target analysis, ensuring efficient resource allocation 		
SRS Constructions	Brand Manager	May 2015 –Mar 2017 <i>Tuticorin, India</i>
<p>Market Research & Organisational Structuring:</p> <ul style="list-style-type: none"> – Explored the key requirements to <i>enhance brand visibility</i> in the construction field through SWOT analysis – Evaluated workforce functions, to define clear responsibilities for each role and introduced an organizational structure resulting in <i>effective human resource management</i> <p>Brand Promotions:</p> <ul style="list-style-type: none"> – Researched in identifying the gaps in brand-reach by introducing <i>marketing techniques</i> such as hoarding placements, stalls in the National & International Builders’ Conference – Led Brand Identity creation such as Brochure Design for conferences, Content Writing for newsletters & Website 		

EDUCATION AND QUALIFICATIONS

King’s College London	Product Management (<i>Career Accelerator</i>)	2024
Thiagarajar School of Management, India	Marketing & HR (<i>Post Graduate Diploma in Management</i>)	2013-2015
SKCET (Anna University), India	Electronics & Communication Eng (<i>Bachelor of Engineer</i>)	2009-2013