

DHANANJAY CHOUDHRY

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 www.djayc.me

WORK EXPERIENCE

Product Manager

May 2021 - Jan 2023

Lynk Global

Toronto, Canada

Series-B funded global SAAS platform enabling organizations and individuals to access, build and share knowledge

- Spearheaded Lynk's new product launch by undertaking product discovery, creating a product roadmap, devising a go-to-market strategy and directly reporting to leadership - CEO, CMO and CRO. Executed scrum sprint cycles and launched Lynk Lite, resulting in a 40% adoption rate by existing users.
- Led a cross-functional team of developers and designers using Agile to deliver custom branding features to high-value clients by prioritizing product backlog and managing co-dependencies resulting in an average increase of 25% individual contract revenue.
- Defined product KPIs and implemented data analytics dashboards to track key metrics and provided data-driven insights to improve user workflows which increased user retention by 30% using analytics tools like Mixpanel and Hotjar.
- Established a robust quality assurance(QA) automation process, reducing bug fix turnaround time by 30% through the creation of automated test scripts, daily regression tests, comprehensive reporting and training to 10+ team members.
- Created an accessible UI/UX design library specific to Lynk's design system using Figma, enabling quick mockups and wireframes to improve internal communication for 15+ internal product team members.
- Established and managed the customer support infrastructure using Zendesk and developed 20+ landing and FAQs pages using no-code tools thereby reducing 40% support tickets received and increasing customer satisfaction.

Founder & Product Manager

Jan 2019 - May 2020

Featured

Online platform for social media influencers to engage with their fans through personalized video shoutouts

- Developed an e-commerce front-end and back-end prototype using NextJS, React, GraphQL, Apollo, NodeJS and MongoDB.
- Hired and managed a team of 2 designers and 3 engineers to finish MVP and led the product pilot launch within 4 months.
- Onboarded 50+ social media influencers through outbound marketing and cold outreach to provide services on the platform and test product-market fit.
- Incorporated user feedback and developed various product features after conducting interviews and surveys with 100+ users.

PROJECTS

PaperPints - www.paperpints.io

Oct 2023

AI generated daily brief delivered in your inbox every morning

- Developed a platform to deliver AI generated newsletters using Open AI API, Supabase, NextJS 13 and TailwindCSS.

Dead Heat - Youtube Channel

Jan 2023

A trivia game show for accomplished Entrepreneurs, VCs, Product Managers and more

- Creator and host of the show. Managed a team of 5+ freelancers and onboarded 30+ influential professionals and garnered 100+ subscribers within one month of launch.

Gobble Up - <https://youtu.be/c-jFWpAh5IQ>

July 2020

A food delivery app to place orders from home chefs

- Developed two full-stack food delivery apps from scratch, integrating proximity-based search, payment gateway, real-time order updates, authentication flow, and customer support modules.

SKILLS

Tools

JIRA, Trello, A/B Tests, Google Analytics, Mixpanel, Amplitude, Zendesk, Figma, Balsamiq, Hubspot

Frontend and Backend

HTML, CSS, JavaScript, React, React Native NextJS, GraphQL, NodeJS, Apollo, Prisma, SQL

EDUCATION

MSc in Marketing

Sep 2016 - Oct 2017

ESADE Business School – Barcelona, Spain