

# JAYASAAGAR CHANDRASHEKAR

Buffalo, NY • 1-716-303-9362 • jayasaagar21@gmail.com • [LinkedIn](#) • [Portfolio Link](#)

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## PROFESSIONAL EXPERIENCE

### Sr. Product Marketing Analyst

Nov. 2024–May 2025  
Hyderabad, India

ANKURA HOMES

- Integrated role of Product Management and Product Marketing.
- Led Digitalization Strategy for organization – 30% automation implemented for marketing process.
- Spearheaded digital marketing strategy to have better customer reach – 40% increase in customer visits, and 20% increase in customer retention.
- Spearheaded website revamp and enhancement – handled complete software projects for organization by creating customer specific UX/UI design and meeting founder’s expectation.
- Successful sales training and customer experience strategy – created sales handbook and implemented process leading to 10% increase with constant growth.

### Product Associate

Jun. 2023–Jul. 2024

REACH (US Based)

Bangalore, India

- Led data analytics team of ~20 to provide comprehensive data solutions, resulting in revenue-generating features and improved customer analytics capabilities.
- Successfully handed over platforms to various clients based out of US, implementing features to optimize analytics, customer retention, and reach.
- Collaborated with cross-functional teams to deliver successful releases of crucial projects, driving revenue-generating features and enhancing customer analytics capabilities.
- Part of R&D team working on e-commerce E2E implementation project, successfully releasing 2-year project into production.

### Product Consultant

Jun. 2022–Feb. 2023

REPLICACIA PVT LTD & LIGHTSOUTSTUDIO

Bangalore, India

- Led team to provide comprehensive features and improved customer analytics capabilities.
- Collaborated with cross-functional teams to deliver successful releases of crucial projects, driving revenue-generating features and enhancing customer purchase with successful results.
- Provided strategic consulting services to startups, leveraging UX/UI for successful MVP launches.
- Collaborated with clients to work on unique and interesting projects.

### Inside Sales Specialist

Dec. 2020–May. 2022

FIRSTSOURCE PVT LTD (UK Based)

Bangalore, India

- Distinguished as a top performer in customer retention, negotiation and sales, mentoring teams to achieve remarkable 300% increase in sales within two months.
- Demonstrated exceptional goal-setting skills and effective communication, leading to significant improvement in customer satisfaction from -100% to 72% (NPS) within month.

## EDUCATION

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK

### Master of Science, Business Analytics (STEM)

Jun. 2026

Relevant Courses: Marketing Strategy and Automation, Programming in Business Analytics, Business Data Management

PES UNIVERSITY

### Bachelor of Engineering, Mechanical Engineering

Jun. 2018

## SKILLS

**Product Management:** Product Roadmap, UX/UI, Wireframe Prototypes, Competitor Research, Customer Insight and Customer Retention Strategies, Product Documentations

**Product Marketing:** User Research, Market Analysis

**Data Driven Decision Making -** Data Analytics, Data Research

**Tech:** Business Analytics, Platform Integration

**Productivity Tools:** Agile Framework, Flowchart

## CERTIFICATIONS

Advanced Certificate Program in Business and Data Analytics, IIM Udaipur –July 2025

AI Generalist Accelerator Program, Outskills –July 2025

Falcon-AI Hackathon, LablabAI –July 2024

Skillathon Challenge by Institute of Product Leadership –October 2022

International Certificate for Product Management by institute of Product Leadership –November 2022