

Aditya Majumdar

Technical Product Manager & Product Marketer

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EDUCATION

Columbia University – New York
Sept. 2011 – Dec. 2014

- B.S. Computer Science
- Minor in Entrepreneurship
- Machine Learning
Researcher in Intrusion
Detection Security Lab

KEY STRENGTHS

Agile Methodologies
Competitive Analysis
Data-driven Decision Making
Product Feature Definition
Product Launch Strategy
Program Management
Roadmap Prioritization
Search Engine Marketing (SEM)
Search Engine Optimization (SEO)
Written & Verbal Communications

TECHNICAL SKILLS

Java
Python
SQL
HTML
Android
Balsamiq (Wireframing)

BUSINESS TOOLS

Google AdWords
Google Analytics
Hootsuite
Marketo
Salesforce

PROFESSIONAL EXPERIENCE

LEAD PRODUCT MANAGER, Captora

April 2015 – May 2017

I was the 1st PM at Captora, responsible for all aspects of market research & competitive analysis, requirements gathering, feature prioritization & planning, and go-to-market activities, across the entire platform.

- Led the largest product release in company history, focusing on an expansion into the Paid Advertising channel via Google AdWords integration. This successful release led to a **150% increase** in advertising budget managed through the Captora platform, and **17% increase in revenue**.
- Worked closely with UX & Design teams to simplify critical workflows based on engagement data & usability testing, leading to a **38% increase** in the number of marketing campaigns launched weekly.
- Accelerated the product go-live process from **60 days to 30 days**. Led effort to build internal application for data entry, and created requirements templates to increase cross-functional collaboration during implementation.
- Responsible for multiple product marketing initiatives. Started a monthly product newsletter announcing new features, trained client-facing teams & customers on product releases, presented webinars, and recorded instructional videos for key workflows.
- Built dashboards to track product usage, SEO impact, and customer rankings using Python & SQL.

SOFTWARE ENGINEERING INTERN, Carbonite

June 2014 – Aug 2014

- Rebuilt desktop application using Java, Swing & MySQL. Optimized file selection via modified lazy loading scheme.

APPLICATION DEVELOPMENT INTERN, JP Morgan Chase

June 2013 – Feb 2014

- Built Android & web applications to support Technology for Social Good hackathons. Designed & developed an app using JQuery Mobile to expedite contest judging.