

# Akansha Jha - PRODUCT MANAGER

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## SUMMARY

Hello, I'm a Product Manager, with an MSc in Business Analytics and a background in Engineering, with total of 5 years of experience split over **2 years as a Product Manager** and **3 years in end-to-end Product development** - from **zero-to-one launches** to iterative enhancements - with **technical expertise** in **web banking applications, APIs and data analytics**. With a natural ability to connect dots between **users, technology** and **business needs**, I bring **clarity, user empathy** and outcome-focused thinking to every product I work on.

## WORK EXPERIENCE (PRODUCT MANAGEMENT)

**Product and Growth Manager** | [Barter'd](#) | UK | May 2025 - Present

(UK-wide platform to empower local communities to swap skills, services and items - building sustainable and inclusive network)

- Managed **feature prioritisation** for **Barter'd digital platform**, leveraging **user interviews(10+)**, and analytics(Mixpanel). Increased weekly active users (**WAU**) by **25% over 8 weeks** and improved **user-to-provider** match completions by **31%** by streamlining onboarding flows and **optimising request-posting journey through iterative UX enhancements**.
- Launched and scaled early **growth channels** for Barter'd, acquiring 30+ verified users in the first 28 days with a **27% landing-to-signup conversion rate**. Executed lifecycle email campaigns, **SEO** (3\* organic traffic increase) and referral partnerships (local orgs) to drive adoption and retention.
- Collaborated with **advisors, stakeholders** and community partners to translate **user insights** into actionable **product improvements, reducing onboarding drop-off** by **15%** and shaping scalable growth initiatives.

**Product Manager (Co-Founder)** | [findMyMentor](#) | UK | July 2024 - April 2025

(The platform helps users connect with mentors across diverse fields for their professional growth, currently paused due to lack of monetary reserves)

- Launched an **MVP** using a Wordpress Stack **to rapidly test problem-solution fit**, set up **Agile** workflows and feedback loops to validate core matching workflows with real users.
- Acquired **50+ active users** in the **first 2 weeks**, validating early user demand .
- **Increased weekly user engagement by 30%** through iterative **UX optimisations** based on user interviews, GA insights and funnel diagnostics.
- Reduced Week 1 bounce and **Improved 7-day user retention by 25%** using lightweight **behavioural analytics**, laying the groundwork for a **scalable product roadmap**.

**Product Marketing and Data Platforms Associate** | [ThinkLabs AI](#) | UK | Jan 2024 - June 2024

(Generative AI powered career companion for pre-uni stage users in the UK, delivering personalised planning and support )

- Delivered a **30% uplift** in platform usage by executing personalised campaigns based on real-time **behavioural analytics** and **user segmentation**.
- Improved onboarding flow and **core feature engagement** by translating usage data into actionable insights in partnership with **UX and data science teams**.
- Contributed to **successful fundraisings**(Santander Universities, Microsoft for Startups) by aligning **product KPIs and GTM metrics** with investor due diligence and pitch materials.
- Recruited and coordinated **50+ segmented users** for **AI Model training** and **case study validation**, directly improving model accuracy and advancing product-market fit .

## Strategic Product Intern | [Agar Management Consultancy](#) | Torquay, UK | June 2023 - July 2023

(Specialises in developing impactful leadership capabilities, creating world-class teams and enabling positive cultural change - In the initial stages of the company under the direction of Joint CEO Jack Orchard, I contributed to several key initiatives as an Intern)

- Assisted in developing data-driven product expansion strategies for health and banking clients, which contributed to a **15% increase in user engagement** aligned with commercial ROI goals.
- Helped translate market research into prioritised product requirements and actionable user stories, supporting roadmap planning and stakeholder buy-in.
- Participated in managing **sprints using Agile(SCRUM), JIRA and Confluence**, managing backlog grooming and stakeholder alignment.
- Supported the execution of **GTM segmentation strategies** using **Salesforce Marketing Cloud** and **Marketo**, assisting in campaign targeting and lead generation.

## WORK EXPERIENCE (TECHNICAL AND DEVELOPMENT)

### Front-End Developer | [Lloyds Banking Group-Wipro Digital](#) | Nov 2020 - Aug 2022

- Developed and maintained **web and mobile banking interfaces** for retail and commercial users, implementing **Strong Customer Authentication (SCA)** in compliance with **PSD2 regulations**.
- Modernised UI components and business logic using **ReactJS, JavaScript** and **RESTful APIs**, improving performance and user task completion time.
- Conducted user experience (**UX**) testing and collaborated with accessibility compliance teams to meet **WCAG 2.1 standards**.
- Partnered with stakeholders across **product, QA** and **design teams** to define requirements and enhance front-end workflows using **JIRA, Confluence** and **Agile (SCRUM)** methodologies.

### Web Application Developer | [Attends Healthcare-Wipro Digital](#) | June 2019 - Oct 2020

- Performed the **migration of Domtar's legacy platform to Magento**, improving scalability and enabling smoother integration across digital commerce tools like **Salsify**.
- Developed a custom **Product Information Management(PIM)** system using **Angular JS, Java** and **MySQL**, increasing product onboarding efficiency by **30%** across eCommerce SKUs.
- Collaborated with DevOps and backend teams to **align Magento modules with business rules and legacy ERP** data pipelines via APIs.

## EDUCATION

### MSc in Business Analytics (Distinction- School's Commendation) | University of Exeter | 2022 – 2023

- **Research Publications** : [Growth Strategy for Fitbit using K-Means Clustering and Collaborative Filtering](#)
- **Relevant Modules**: Design Intelligence, Data Ethics, Marketing Analytics, Strategic & HR Analytics
- **Projects**: Small Scale Database (**SQL, R, AWS**), Sustainable Marketing techniques via User Behaviour Analysis (**Python, SQL**), User Persona Design to cure Ataxia in UK, Enterprise BlockChain Gateway (**Golang, Node JS, Solidity**)

### BTech in Electronics Engineering (Distinction) | VIT | 2015 - 2019

- **Research Publications** : [Quadratic Boost Inverter for Renewable Energy Applications](#)
- **Relevant Modules**: Engineering Optimisation, Machine Learning, **Neural Networks**, Lean Start-up Management, Python for Engineers, Principles of Management, Engineering Statistics
- **Projects**: Echokart (**Android Dev, Git**), Stock Analysis (**Python, ML**)

**Professional Degree Certifications**: Product Manager (AI)-IBM

**OTHERS**: When I am not diving into the emerging tech trends, I'm reading about the spillover of global geopolitics - and following motorsports (few disciplines).