

Sayan Sahay

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EDUCATION

BITS Pilani Hyderabad Campus | B.E. Chemical Engineering Hyderabad, India | Aug 2017 – Aug 2021
Completed a minor degree in finance
Activities - Journalism Club, Editorial Board – Dept. of Chemical Engineering, Content Lead - Entrepreneurship Cell

EXPERIENCE

Brightchamps | Associate Product Manager, Growth Bengaluru, India | Since April 2021

- Improved conversion rates from landing page.
- Planned and executed several A/B tests on landing page to enhance user experience.
- Managed performance marketing – YouTube and FB ads.
- Conducted A/B tests on Top of the Funnel for optimal ad campaigns.
- Improved key metrics such as class joining rate and completion rate.

ANS Commerce | Product Intern Gurugram, India | Aug 2020 – Dec 2020

- Did comprehensive analysis of e-commerce data using SQL and Python to gather actionable insights.
- Improved key metrics like bounce rate and checkouts.
- Ran A/B tests on user interface to improve user experience.
- Managed marketing analytics for more than 10 clients.
- Drafted PRDs, defined product roadmaps, defined metrics, coordinated between teams.

Netsips | Co-founder and developer Hyderabad, India | March 2020 – Aug 2020

- Ran market research campaigns to validate the initial idea of Netsips (www.netsips.in).
- Built the wireframe, ideated the UI & UX, developed the app, and launched the MVP of Netsips.
- Planned and executed multiple digital marketing campaigns across various social media channels.
- Led a team of 4 people to launch the web and mobile applications.
- Currently, the product serves 150+ users.

SKILLS

Python, SQL, MS Excel, Google Analytics, Google Tag Manager, Google AdWords, FB Ads, HTML, JavaScript, Adobe XD

PROJECTS

Analysis of digital currencies under Prof. MS Narasimhan, IIM Bangalore May 2019 – June 2019
Did an analysis of cryptocurrencies and their potential impact on the economy. Documented and presented the analysis to the concerned faculty.

Medical image processing under Prof. Suman Kapur, BITS Pilani March 2019 – October 2019
Developed a prototype software to analyze bacterial growth in the sample using the images of the vials.

COMPETITIONS

Conquest - B-Plan Competition, BITS Pilani (June 2020)
Reached the top 50 teams out of 3000 teams from all across the country.

Ground Reality - B-Plan Competition, BITS Pilani (Feb 2019)
Reached top 5 out of 100 teams for my idea of a hyperlocal ecommerce platform.