

# ISHANI DASGUPTA

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Product Manager with 8+ years in audio streaming and B2C platform growth, with deep expertise in podcast product development, discovery, and monetisation. Built and shipped end-to-end features at JioSaavn and Zomato using Agile methodologies – PRDs, user stories, sprint execution, UAT. Fluent in both sides of the podcast ad ecosystem: creator monetisation infrastructure and advertiser-facing frameworks. Experienced working cross-functionally across engineering, data science, marketing, and sales.

## WORK EXPERIENCE

### Independent project

- Independently developing Ta-Dal, an AI-powered consumer app from 0→1; managing end-to-end product lifecycle including concept definition, PRD authoring, beta testing, and iteration based on user feedback.

### Product & Client Success Consultant, Codesplice | Jan 2026 – Present

- Defined MVP scope for a bespoke case management system for a Pharma wholesaler client, replacing a 10+ year legacy application; mapped current-state workflows, identified 5 user personas, and authored 16 user stories across 10 epics with acceptance criteria and built the MVP prototype for engineering handoff.
- Audited TraxQM's (Pharma QMS product) web presence for top-of-funnel optimisation; identified conversion gaps across positioning, content strategy, and lead capture, and delivered prioritised recommendations to leadership
- Conducted usability audits across TraxCM (Pharma ERP software) during pre-launch; delivered structured product insight logs mapping observations & implications to inform feature prioritisation; built a dashboard prototype for this product.

### Product Generalist (Growth Product), Zomato | Feb 2024 – May 2025

- Identified **15% incremental revenue growth** potential in artisanal cakes through user research; authored PRDs and collaborated with engineering through **SDLC** to launch scheduled ordering by adapting OMS infrastructure, **improving core growth KPIs: +8% revenue, +20% AOV** in test markets.
- Built product-led growth system for cakes category: Defined requirements and designed modular campaign framework **with engineering**, optimised search discoverability, created dynamic landing pages with design-scaled activation events by 4.5x, driving **15% order growth** and **10% new user acquisition**; playbook adopted across 3+ categories
- Created **PRDs** and **user stories** for AI-powered image moderation system; implemented solution automating restaurant thumbnail image approvals, reducing agent dependency from **100% to <20%**, optimising related costs and cutting turnaround time from 24-48 hours to <5 hours for 20% of total overall tickets.
- Collaborated with data science** to develop a cuisine **recommendation algorithm** using a multi-signal approach (item count, search volume, order value contribution) to resolve critical data inconsistency across 3 systems, improving search relevance and restaurant discoverability.

### AVP – Network Growth (Product & Growth), Dentsu Podcast Network (prev. Ideabrew Studios) | May 2022 – Jan 2024

- Led end-to-end product development for a consumer podcast app, defining user journeys (discovery, playback, homepage), API integrations, and technical requirements; collaborated cross-functionally across engineering, marketing, and content to deliver against roadmap milestones.
- Strategically pivoted from app development to content distribution-first model to maximise growth under capital constraints.
- Drove network-wide growth strategy focused on expanding monetisable inventory through content partnerships (35+ creators), multi-platform distribution, and retention optimisation, achieving **95% consumption growth** and **12% QoQ** distribution expansion
- Scaled revenue through dual-model approach: closed 65% of Q3 advertising deals personally while designing subscription and sponsorship frameworks that delivered 20% bi-annual revenue growth and contributed 80% of annual partner revenue
- Expanded addressable market through regional content strategy and US market entry, driving 13% QoQ international growth, 19% regional revenue growth, and 12% consumption lift across vernacular content segments

### Associate Director – Podcasts (Product Owner), JioSaavn | Oct 2017 – May 2022

- Led **experimentation framework** for podcast discovery and retention: optimised recommendation algorithm (**12% adoption uplift** among music users), implemented cohort-based notification strategy (**20% increase in 30D retention**), and informed homepage layout through impression data analysis
- Defined product requirements** for podcast ecosystem including homepage personalisation, creator upload platform (YourCast), web player, and recommendation engine algorithm logic in partnership with Engineering teams Presented product vision and monetisation strategy to C-suite, influencing roadmap decisions as JioSaavn's podcast vertical scaled to market leadership.
- Owned complete P&L** for ₹7 Cr JioSaavn Originals business: identified and closed advertisers, set quarterly revenue targets, optimised production costs, and created multi-stream monetisation frameworks (advertising, branded content, subscriptions)
- Generated **₹2.5Cr** revenue for original content; **drove profitability** through P&L optimisations and strategic content investment decisions
- Optimised content engagement** metrics by 28% (listenership) and 54% (engagement) through data-informed funnel analysis.
- Established JioSaavn as market leader by scaling catalogue 500x through strategic partnerships (BBC, Wonderly, Acast) and producing award-winning originals that strengthened brand positioning domestically and internationally

### Executive – Marketing, Viacom18 Media Pvt. Ltd. | Feb 2015 – Oct 2017

- Managed sponsorship strategy and experiential marketing across Viacom18's live entertainment portfolio, generating ~5% of total project budget in brand partnerships.

## EDUCATION

Master of Arts, Industrial Psychology

Bachelor of Arts, Psychology (Minors: Sociology, Economics)

University of Pune, 2014, | Graduated with Honours

Fergusson College, Pune 2012 | Graduated with Honours

## SKILLS

**Product:** PRD, User Stories, Acceptance Criteria, Prototyping, User Research, Funnel Analysis, Data Analysis, SQL (Basic), AI Workflows, UAT

**Growth:** A/B Testing, Customer Lifecycle, Retention Strategy, Funnel Optimisation,

**Domain:** Food & Beverage, Media & Audio Streaming, B2B SaaS