






# ADITYA SUMAN

PM @ Platforms |  [adityaism0640@gmail.com](mailto:adityaism0640@gmail.com) |  +917903834182 |  Bangalore |  [LinkedIn](#) |  [Portfolio](#)

## PROFESSIONAL SKILLS

- **Product Management:** Product Strategy, Roadmapping, Feature Prioritization, Go-to-Market (GTM), Competitive Analysis
- **Project Management:** Agile, Scrum, Sprint Planning, JIRA, Stakeholder Communication
- **UX and Design:** HTML, CSS, Journey Mapping, Wireframing, UCD, Figma, draw.io
- **Data & Analytics:** Mixpanel, Google Analytics, SQL (Basic), Power BI, Product Metrics
- **AI Tools & Automation:** ChatGPT, Claude, n8n, ElevenLabs, Notion AI, Copy.ai

## PROFESSIONAL EXPERIENCE

**Product Manager | Jio Platforms Limited** August 2023 - Present

### Instreamo: Server-Side Ad Insertion Platform

- Built Instreamo a SSAI platform from the ground up, managing product strategy, design, and development to deliver a fully operational product
- Onboarded **100+** channels, managing **5M daily sessions** generating **₹20M in monthly revenue**, with plans to scale to **100M sessions**
- Introduced **Cohort-based ad insertion**, an innovative and unique feature which reduced the infra load by more than **50%** and fill rate by **20%**
- Integrated Advance prefetch and Session expiry, reducing the load on infra by **50%**, increasing ad fill rates by **30%** and revenue by **15%**
- Scaled the product to support different video formats (LIVE, VOD), SCTE35 formats (DATERANGE, OATCLS), Package format (HLS, DASH)
- Launched **20+ features**, including Stream Composer, Path-based Channel Creation, Dynamic Variable Replacement, etc enhancing performance
- Orchestrated **10+ demos**, onboarded **6 clients** including JioTV+, ensuring seamless platform integration while providing timely query resolution

### Magnum: User Engagement and Retention Platform

- Magnum, a user interaction platform aim to enhance user retention, engagement, and LTV for the marketers using tailor made campaigns
- Expanded the platform to integrate **20+ publishers**, catering to over **20 million** active subscribers and recording over **50 million+** events daily
- Integrated **AI based content** generator based on the Prompt, Tone, Language, enhancing quality and reducing the campaign creation time by **30%**
- Journeys, a tool that allows publishers to automate tailored user experiences, anticipated to increase retention by **20%** within **6 months**
- Launched different notification channels like Push, Email, SMS, Inapp, enhancing the user engagement by **22%** and reducing churn by **8%**
- Enhanced the landing page, user login and signup processes, leading to increased acquisition, better conversion rates, and smoother onboarding

**Product Development Intern | Justdial | [CERTIFICATE](#)** April 2022 - June 2022

- Performed **usability testing with 5 customers**, including sentiment analysis to define the scope for a new app that align with user expectations
- Investigated user needs and pain points by conducting market research, including **200+ interviews** and analysis of **8000+ Play Store reviews**
- Benchmarked product features of **3 competitors**, identified **20+ UX enhancements**, processed the vertical mapping of **12K+** product categories

**Assistant Manager (Mining) | Coal India Limited** November 2017 - May 2021

- As Shift In-Charge, led a team of **50 people**, delivered more than **0.5M tonnes** of coal between 2018-20 while maintain the safety compliances
- Integrated core mining processes like production, planning into SAP, enhancing operational efficiency as ERP Production Planning Lead

## AI PROJECTS

**VandityAI | Song Recommendation Bot | [Try Now](#)** April 2025

- Ideated and built VandityAI from start to finish using **n8n workflows**, which let users discover new music through a Telegram chat interface
- Implemented personalised song recommendations based on **user mood, genre, and favorite artists**, delivering curated **Spotify links** in real time

**Blog Genie | Blog Assistant AI Agent** In Progress

- Conceptualized and developing an AI-powered writing assistant to helps bloggers in creating, ideating, blogs faster with improved quality
- **10+** Proposed features including **topic ideation, outline generation, readability checks, a dashboard to manage tasks** and deadlines, etc

## EDUCATIONAL QUALIFICATIONS

Master of Business Administration (MBA), **Indian Institute of Foreign Trade** | Percentage: 63.2% March 2023

Bachelor of Technology (Mining), **Indian Institute of Technology (ISM), Dhanbad** | Percentage: 82.4% May 2017

Senior Secondary (XII), **D.A.V. Public School (CBSE)** | Percentage: 88.4% May 2012

Secondary (X), **Sant Nandlal Smriti Mandir (CBSE)** | Percentage: 83.2% May 2010

## CERTIFICATIONS

Lean Six Sigma (KPMG) [CERTIFICATE](#), Design Thinking (KPMG) [CERTIFICATE](#), Software Project Mgmt. (Henry Harvin) [CERTIFICATE](#)

## ACHIEVEMENTS

**Ranked 3<sup>rd</sup> nationally** among 12215 teams of Infosys Ingenious: Solve for Tomorrow, | **Infosys** | [CERTIFICATE](#) October 2022

Received commendation from the AGM for value-added recommendations for the company | **Justdial** | [CERTIFICATE](#) March 2022