


Ishan Dubey

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Overview: As a high-performing intern, I was quickly promoted to take on multiple business-critical projects in high-impact product and growth positions. Collaborating closely with the founding team, I spearheaded several successful initiatives that significantly impacted company growth and revenue. This diverse experience allowed me to develop a versatile skill set, including project management, cross-functional team leadership, and the ability to adapt to new roles and challenges.

Work Experience

Tekie

Tekie is a school-focused platform that uses storytelling and immersive content to teach coding & new age tools. The platform has over 200k+ paid students and has been adopted by over 400+ schools. Tekie raised \$1.5 million from VC firms GSV Ventures, Multiply Ventures, and Better Capital. The company was later acquired by Uolo, which raised \$25.5 million from VCs including Blume, Omidyar, etc.

Links: [Website](#), [Product Teaser](#), [In Media](#)

Founder's Office, Tekie | March 2020 to Present | 3 years

Collaborated extensively with the founder and executive team across various departments for a duration of three years.

GTM & PMF| Nov 2022- Present

Tekie has a strong PMF for its core product offering to schools. To leverage and upsell to schools I'm currently working closely with the co-founders to **roll-out new product offering** and **build GTM strategies** to increase the ARPU per school and business funnel.

- Successfully launched **3 new products** from **ideation to commercialisation**, resulting in PMF for new business verticals.
- Conducted **extensive market research and competitor analysis** to assist in product development.
- Collaborated with sales and marketing teams to develop and deliver **compelling product messaging and positioning**.
- Led **10+ pilot projects** to validate business and product ideas for both b2c and b2b verticals.
- **Defined and tracked** key product metrics, including CAC, retention, and LTV to measure success and iterate on product features.
- **Improved product adoption** for existing product features through approach including user education, and product improvements such as on-app guided walkthroughs.

Product Development | Oct 2020 - Nov 2022

Developing and **co-owning the product suite** at Tekie with a team of 10 developers and 3 designers and managing cross-functional team and stakeholder communication.

- Co-led the development of a **new b2b SaaS product** within the deadline to enable new service offering to clients.
- **Scoped out features**, documented **PRDs**, created **wireframes** and built out **product roadmap** for Tekie's internal management system which led to decrease in operational cost and enabled automations.
- Improved the onboarding experience of schools leading to **90%+ activation** (after sales team handover the lead) and **75%+ retention rate (ARR)** (support team and KAM).
- Acted as a **Scrum Master** and headed **Sprint ceremonies** and assisted 25+ Team members adopt to agile scrum framework and delivered **30+ product releases over multiple sprints** and facilitated **effective resource allocation**.
- Designed and executed multiple **A/B experiments** to improve user experience.

B2B & B2C Operations | March 2020 - Oct 2020

As a high-impact intern I was working in **multiple roles and departments** solving any **burning fire** that the company came across.

- Initiated and **launched the b2b and b2b2c business** along with the Co-Founders & Head of Business.
- **Recruited, hired and trained** new inside sales representatives and channel partners.
- Led and managed a team of **6 Inside Sales** Interns and **10 Channel Partners** and generated a **revenue of 10+ Lakhs in b2c business (initial PMF phase)**.
- **Analysed and interpreted** sales data to enhance sales and productivity.
- Strategised new initiatives and lead generation funnels through digital marketing and b2b2c to successfully generate **12k+ leads** in 4 months.
- Managed the b2b2c business operations and sales and generated a **revenue of 8+ Lakhs (initial PMF phase)**
- Managed team of Key Account Managers and ensured a **customer experience** by providing efficient, courteous customer service and assist in all aspects of product offerings and services. Created detailed **SOPs & Defined KRAs**.

Education

Institution	Degree	Year	Percentage/CGPA
Mithibai College, Mumbai	B.F.M	2022	9.0
Delhi Public School, Bhilai	AISSCE	2019	93.4%

References

Name	Designation	Phone	Email
Anand Verma	Founder	+91-9650017335	anand.verma@uolo.com
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