HANIYA AMJAD

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SUMMARY

EdTech product manager with 5 years of professional experience, 3+ owning digital learning products from 0 to 1. Took two **learning products** from concept to launch across 241 and 100 schools on the MIKIDS app, built LLM-supported analytics and automation on learner and school data, and lifted school retention from 74% to 80% across a 500-school, 8-state footprint. Owns vision, roadmap, discovery, delivery and metrics end to end with engineering, design, content and business teams.

WORK EXPERIENCE

Product Manager – Retention **May 2024 - Present**
SIP Academy India (EdTech, K-12 learning programs in 500+ schools across 8 states) *Chennai, India*

- 0-to-1: launched Orator, a Class 4 communication-skills product, from concept to 100 schools (Rs 40 L+ projected); defined the value proposition, wrote requirements and user stories, built Figma prototypes for engineering handoff, and ran sprints through to release.
- Owned MIKIDS Science, a 40-lesson digital curriculum on the MIKIDS app, from PRD to launch in 241 schools: managed the Trello backlog with engineering, design and content, led UAT with teachers in pilot schools as the release gate; retained Rs 3.43 Cr in annual revenue.
- AI and automation built LLM-supported BI dashboards and n8n workflows on Zoho CRM data for senior leadership, tracking Rs 67.4 L dropout exposure, Rs 54.5 L upsell pipeline and 97%+ collection efficiency; replaced manual reporting.
- Retention: cut annual school dropout from 26% to 20% (Rs 1.4 Cr protected) through offboarding research, cohort analysis and segmentation, then shipped a retention playbook; the same insights drove region-level upsell and a record Rs 3 Cr+ new-business year.
- Discovery and analytics: designed a multi-channel feedback system reaching 1,200+ teachers and 80%+ of partner schools; defined and tracked engagement, retention, collection and upsell KPIs; presented product strategy and insights to the executive team.

Lead, Operations and Compliance **February 2022 - April 2024**
Newlink Overseas Finance Limited (NBFC) *Chennai, India*

- Led digitisation of 30 years of loan and deposit ledgers into structured Excel and Power BI reporting for the Board, cutting audit cycle times by 25%; primary liaison to the RBI and MCA; presented operating and compliance reporting to the Managing Director's office and Board.

Assistant Lead, Growth **June 2021 - January 2022**
SAWO Labs (SaaS, API authentication platform) *Bengaluru, India*

- Coordinated product-led growth for a developer API product: unified KPIs across 5 departments and grew developer adoption 20% through partnerships on 25+ API marketplaces.

SKILLS

Product: Product vision and strategy, 0-to-1 development, road mapping, PRDs, user stories UAT, RICE and MoSCoW prioritisation, backlog management, GTM, Metrics

AI and technology: LLM workflow integration, prompt engineering, RAG and AI-agent patterns, AI automation (n8n), AI-assisted prototyping and vibe coding (Lovable, Claude), API integrations, SaaS products

EdTech: K-12 digital learning products, LMS and learning-app delivery (MIKIDS app), curriculum-to-platform workflows, teacher and learner research, learning-outcome metrics, learner and school retention, assessments and engagement

Analytics: Product KPIs, cohort, funnel and retention analysis, segmentation, A/B and experiment design, event-tracking specs, SQL, Zoho CRM, Power BI, Tableau, Advanced Excel

Research and design: User interviews and surveys, feedback systems, journey mapping, personas, jobs to be done, heuristic evaluation, Figma prototyping

Tools: Jira, Confluence, Trello, Notion, Miro, Figma, Zoho CRM, Claude, Lovable, n8n.

EDUCATION

AI-First Product Management
Airtribe Product Fellowship ***Cohort 2nd Rank 9.3/10*** **2026**

Post Graduate Program in Management (MBA) **2025**
Great Lakes Institute of Management CGPA: ***3.46/4*** *Chennai, India*

BA in Economics (UG) **2021**
M.O.P. Vaishnav College for Women CGPA: ***8.66/10*** *Chennai, India*

VOLUNTEERING

Program Manager (Volunteering – Community Service) **2019 2022**
U&I Trust *Chennai, India*

- Led 35 learning-centre leaders delivering after-school education to 1,000+ students; designed student-level learning-outcome metrics and raised Rs 50 L+
- Best Performing Centre award, three consecutive years.