

# Kritika Rastogi

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## SUMMARY

Graduate student at Carnegie Mellon University specializing in Product Management; Result-oriented product manager with expertise in product development lifecycle and a passion for solving the right customer problem. Proven track record in shaping product vision & leading cross-functional teams to deliver innovative, revenue-driving solutions with a data-driven approach. Skilled at balancing long-term strategy with execution, prioritizing roadmaps, and working with senior management to align product strategy with business goals.

## EDUCATION

CARNEGIE MELLON UNIVERSITY  
*Master of Science in Product Management*

Pittsburgh, PA  
12/25

SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT  
*Master of Business Administration in Marketing (2 years)*

Pune, India  
04/18

LANCASTER UNIVERSITY  
*Bachelor in Business Economics(Honours)*

Lancaster, United Kingdom  
07/14

## EXPERIENCE

Burger King (Quick Service Restaurant)  
*Product Manager (App Growth)*

Jakarta, Indonesia  
07/22 – 05/23

- Owned and developed the product roadmap based on strategic insights from 40+ user interviews and competition benchmarking, focusing on optimizing user experience, retention, and engagement, leading to a 15% increase in app revenue YoY
- Created user stories to develop in-app gamification features such as 'Shake & Win' and the 'BK Crowns' loyalty program, boosting engagement by 13% and achieving an 18% rise in repeat customers
- Designed 7 user personas through cluster analysis of 200K+ customers and implemented personalized communication strategies through different channels, resulting in a 1.5x increase in purchase frequency
- Led cross-functional teams in conducting usability studies and A/B tests, optimizing menu layout and user flow (e.g., checkout steps and payment options), achieving an 8% increase in CTR and a 20% reduction in cart abandonment
- Implemented upsell and cross-sell features during the checkout process, increasing average order value by 12% within 3 months

Gojek (Super App)  
*Ads Product Manager*

Jakarta, Indonesia  
04/20 – 07/22

- Managed the entire product strategy for all banner ad formats(static, video & pop-up) and generated \$10M in incremental ad revenue through continuous optimization, making banner ads the top revenue-driving asset
- Developed and launched MVP for video banner ads in 4 locations, increasing orders by 12%, and scaled the ad format nationwide
- Led the shift from impression to click-based pricing, addressing merchants' ROAS concerns & reactivating 12 lapsed partnerships
- Spearheaded cross-functional teams in product marketing, analytics, and sales to develop and execute the GTM for a festive pop-up banner ad campaign, achieving a 50% adoption rate within 2 weeks of launch
- Pioneered a new banner ad placement strategy for underpenetrated regions, collaborating with UI/UX teams to design workflows and wireframes, generating \$800K in incremental ad revenue within the first quarter

Vodafone (Telecommunication)  
*National Account Manager*

Mumbai, India  
06/18 – 03/20

- Managed 20 public sector accounts, driving \$4M revenue growth by leading engineers and solution architects to create customized account-based solutions and product bundled plans; awarded the top performer in 2019

Seven Seas Luxury Condominium (Real Estate)  
*Assistant Marketing Manager*

Phuket, Thailand  
08/14 – 03/16

- Devised brand awareness campaigns during new market entry by ATL, BTL, and PR activities, generating 200+ leads and developed an off-season customer acquisition scheme leveraging 3 partnerships, growing sales by 15%

## ADDITIONAL INFORMATION

- Languages: English, Hindi, Bahasa Indonesia & Thai
- Tools: SQL, Tableau, Jira, Confluence, Trello, CleverTap, Python, Google Data Studio and Analytics, Excel, MS Office
- Activities at Kellogg School of Management (*student's partner*): Operations Director - 19<sup>th</sup> Kellogg Cares Day, Consultant at Impact Consulting Club, Runner-Up Tech Competition, Audited the Product Management classroom course