

UMESH GHOLAP

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Address:

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Mumbai – 400043

Date of Birth: 08th July 1980.

Languages Known: English, Hindi and Marathi

Introduction: I am working as Sr. Product Manager with VivaCashGames.com (Viva Games (P) Ltd.). I am also assigned as Sr. Marketing Manager.

I am expert web professional with eight years of experience specializing in internet product management and online marketing. Strong understanding of internet business and internet trends.

Key achievements include:

- Jan 2010 Launched VivaCashGames.com Cash Skill Games product
- June 2008 Launched Cleartrip.com's International Flights product
- May 2008 Launched Cleartrip.com's Air Domestic search & book
- March 2008 Launched (closed beta) loyalty program for Cleartrip.com
- 2006-2007 Launched several key differential features for fropper.com
- 2004-2007 Managed PPC account for Shaadi.com (USD1million+ spend)
- 2005-2006 Launched Makaan.com (2bhk.com) real estate portal
- 2004-2005 Acquired over 3000 affiliates in one year for Shaadi.com
- 2003-2004 Achieved Top 3 rankings on Google (SEO) for Shaadi.com

Strengths:

I have excellent requirement gathering and communication skill. Good visualization, in-depth knowledge and experience in online consumer products and digital marketing. A start-up specialist, I have experience working with start-ups that are today's well known consumer brands. I am capable of offering creative solutions, innovative ideas, impart technical knowledge. I have excellent people management skills and effectively build & lead teams in my career.

WORK EXPERIENCE :

December 2008 – Till date

Currently

Sr. Manager – Products

Also Assigned as

Sr. Manager – Marketing

*Viva Games (P) Ltd. –
Gaming Start-up.*

In-charge of all Products and
Online Marketing.

Reporting to Mr. J Bagrodia,
Founder & Director.

Projects:

Current Skills:

Software: MS Visio, Dreamweaver, HTML, CSS, W3C validations, SEO, SEM, MS-Office, online team co-ordination tools and online project management tools like BaseCamp and DeskAway.

Current Profile:

Sr. Product Manager and a Project Manager

- Business requirement documentation (BRD)
- Wire-framing Product flows
- Web Analytics
- Concept Brainstorming
- Requirement gathering
- Adding new product features and value added enhancement
- Working with Usability Team
- Resource Management
- Assignment of production work

1. **VivaCashGames.com**
www.vivacashgames.com
2. Multi-purpose cash card
3. MTV Roadies 7 games section
4. MTV Stuntmania game
5. Bonuses and promotions
6. Payment gateway integration
7. Legal – Terms, privacy and copyright
8. Vendor contracting
9. Team building
10. Resource management

- Monitor productivity
- Constant improvisation of Processes

Sr. Marketing Manager

- Affiliate Program Marketing
- Search Marketing (SEM)
- Search engine optimization (SEO)
- Online media planning

Recommendation:

“Umesh is the most through and yet friendly product manager I have met so far. A really good person and a team player to the core, he could be an asset to any company in internet business as he's no stranger to this land. Having launched two rather successful products and extended many more complex ones, single handedly; he is capable enough of handling any big and complex product that we see on the web. In my view he's a product manager who is a delight both for the top management and the developers.”

- **Piyush Ranjan**, Software engineer

Sept 2007 – Dec 2008

Sr. Manager – Air Products

Cleartrip Travel Services Pvt. Limited - KPCB invested company.

Managed Cleartrip's Air product.

Reported to Mr. S. Murthy, CMD

Mr. Hrush Bhatt, Director

Mrs. Shana Thadhani, Sr. VP

Projects:

1. **Cleartrip.com**
www.cleartrip.com
2. Air Search & Book – Domestic air travel
3. International Air
4. Loyalty program

Skills:

Software: MS Visio, MS-Office, online team co-ordination tools and online project management tools like Jira, Trac and BaseCamp.

Profile:

Sr. Product Manager - Air

- Managed product road map and development priorities
- Developed detailed specs
- Functional specification
- Business requirement documentation
- Technical documentation and flows
- Worked with cross-functional team to manage product expectations & organizational goals
- Contract negotiation
- Managed vendor research & relationships
- Developed rewards points strategy for Loyalty program

Recommendations:

“An agile product manager with an eye for details. His talents in defining product especially in defining features, usability, user interface, information flows is highly commendable. He facilitated to bridge the gap between business & technology teams. I wish him all success in his future endeavors”

- **P K X Thomas**, CTO, Cleartrip

“Umesh is a process driven, self motivated and a dedicated worker. He grasps the finer nuances of any business process very quickly. He does not restrict himself to his work domain but also always strive to give suggestions (and helps in

implementing these suggestions) to facilitate and improve the processes in other departments. He is ever ready to share a joke and his friendly nature makes him a very likable person. All in all a great person to work with. I am sure he will create a niche for himself in whichever organization he works.”

- **Kabir Kakkar**, General Manager - Air Products

“Umesh worked very closely with the dev team in building the product. He would gather requirements, define flows, and ensure that developers had everything they needed to finish the product. He is one of those few people who knows what to do (and what not to do) to keep programmers happy, and also ensure that things get done on time. And any time we got encountered any issue or requirement which could stall development, Umesh was quick to sort it out.”

- **Chaitanya Gupta**, Tech Lead

Feb 2003 – Sept 2007

November - 2006

Promoted as **Product Manager**

March - 2005

Promoted as **Manager – Special Projects**

February 2004

Promoted as **Asst. Manager - Product & Marketing**

June 2003

Assigned as **Asst. Product Manager**

*People Interactive (I) Pvt. Ltd.
– ISO 9001:2000 certified company.*

Reported to Mr. AG Mittal, CMD

Mr. Navin Mittal, Director

Mr. Vibhas Mehta, Business Head

Projects

1. Shaadi.com
www.shaadi.com
2. fropper.com

Skills:

Software: Office applications

Profile:

Product Manager

- Managed team of three Assistant Product Managers
- Responsible for planning and developing new Web 2.0 products
- Launched several key differential features for fropper.com - mobile apps & mini blogs
- Met and exceeded traffic and cost per acquisition goals

Marketing Manager

- Build a strong in-house online marketing team of eight team members
- Led team to research, develop SEO strategy
- Implemented search marketing strategy

Manager – Special Projects

- Launched and managed CPA based affiliate program
- Managed team of three marketing associates
- Responsible for day-to-day program management
- Acquired key domains for the group including: makaan.com, astrolife.com, lifepartner.com, filmy.com etc.

Awards:

Extra-Miler Award (Quarter Oct – Dec 2003)

Presented by Mr. Anupam Mittal CMD, People Group

- www.fropper.com
3. Makaan.com
www.makaan.com
 4. Astrolife.com
www.astrolife.com
 5. SEO/SEM strategy
 6. Affiliate program management

- For Achieving top rankings for Shaadi.com on Google
- For excellent start to Shaadi.com's Affiliate program

Additional Tasks:

- Served as an Internal Auditor for Shaadi.com and fropper.com at ISO 9001:2000 certification (2005)
- Managed corporate blog for People Group's internal communication

Recommendations:

"I have known Umesh for almost 6 years now. An Internet specialist, Umesh's knowledge on Search engine marketing & affiliate marketing is awesome. He keeps himself abreast of what's latest in terms of technology and business on the Internet along with latest trends. Umesh is a hard worker with a never say die attitude. Always willing to take on new challenges Umesh is THE guy when it comes to Internet marketing as well as conceptualizing and developing new products meant for the Internet consumer."

- **Vibhas Mehta**, Business Head, Shaadi.com

"Umesh is one of the pioneers in the field of Search Engine Marketing and Search Engine Optimization. He has managed to leverage his core competence and build on it to be an effective Product Manager. I found Umesh to be very analytical, customer-oriented with broad knowledge of the best practices in the industry. Strongly recommended. If you still have any doubt, please contact me."

- **Raj Rao**, Business Head, Astrolife.com

"Umesh is fantastic with SEO and web technologies. He's tutored me on Search engine optimization. He's fort right in his approach and will tell you the pros and cons of a solution upfront. In addition, he's a nice friendly chap."

- **Gautam Shelar**, National Ad Sales Manager

"Umesh is very systematic in his approach to product development and comes up with great product ideas during ideation. He has been responsible for the development of Fropper.com and its continuous enhancements, as well has contributed tremendously to the development of other brands of the organization. I recommend him for any product development function."

- **Clinton Goveas**, Senior Product Manager

"Umesh is extremely knowledgeable about the online space, other being tech-savvy. He is self motivated and dedicated to his work. Has a very friendly nature and is a great person to work with."

- **Caroline Rodrigues**, Sr. Manager - QA

"Umesh is a vibrant employee with zeal to innovate and come out with new ideas. His energy levels are contagious and has very good interpersonal skills. During his stint with People Group he has effectively contributed. His ideas and expertise in area of work has been well appreciated. I am happy to recommend Umesh."

- **Prashant Thakar**, Sr. Manager - Accounts & Finance

"Have worked with Umesh Gholap in people interactive... He was my Reporting Manager for the Online Marketing Process... Have learnt a lot about Internet marketing under Umesh's Guidance... Umesh has excellent man management skills that would make him the best person to work with and report to... Would definitely recommend Umesh as being a head of any process in an organization..."

- **Dinesh Rajgopal**, Online Marketing Associate

April 2001 – Jan 2003

Joined as
Senior Marketing Executive

*Rivercode (I) Pvt. Ltd. Pune,
MH- Subsidiary of Rivercode
LLC NY*

Reported to Mr. AA Kotwal,
MD

Skills:

Software: Office applications, Webposition Gold

Profile:

- Managed all aspects of increasing the company's client roster for SEO, Affiliate marketing and organic web marketing services.
- Scanned marketplace for clients with right fit to B2B Marketing Alliance.

Recommendations:

"He was as young as they come, but it's no exaggeration to say that from Day One, Umesh never ceased to amaze me. His IT talent and commitment to bettering existing search marketing practices were inspirational. Having worked closely with him for over a year, I can honestly vouch for Umesh's marketing aptitude, involvement and dedication to bringing a project in on time and within budget, and I strongly recommend him as an asset to any digital marketing team!"

- **Amit Kotwal**, Marketing Director , Rivercode, LLC

My Skills:

2001-2009:

MS-Visio, MS office suit, Dreamweaver, CSS, FrontPage, HTML, JavaScript, Knowledge of VBScript, FTP Browsers.

Basic knowledge of: Linux, Apache, PHP, MySQL, Ruby on Rails (ROR), JAVA, LISP and Oracle.

Management tools: Jira, basecamp, DeskAway, trac.

ADDITIONAL AFFILIATION:

2009 - Guest Faculty at Learning Catalyst (<http://learningcatalyst.in/faculty/>)

ACADEMIC QUALIFICATION:

1996 - Passed S.S.C. from Maharashtra State Board, N.C.L. Eng. Med. School.

1999 - Passed H.S.C. from Maharashtra State Board, Fergusson College.

2002 - Passed B.C.S. (aka B.Sc. Computers), Pune University, Modern College.