

Mohit Pal

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EDUCATION

Indian Institute of Technology Guwahati

B.Tech. Chemical Engineering, Minor in Mathematics

2020 – 2024

CGPA: 8.44/10

EXPERIENCE

Pocket FM | Associate Growth Manager

Sep 2025 – Present

- Built a listener-to-creator acquisition funnel across WhatsApp and push notification campaigns, increasing daily book creations by **40%** from **~500/day** to **~700/day** across the US, Nigeria, India, and Philippines.
- Launched a premium author acquisition program from scratch, onboarding **40 new authors** and generating **\$460K+** in revenue through structured sourcing, evaluation, contracting, and onboarding.
- Scaled a fast-track author onboarding program by analyzing **2,000+** writer leads and driving **500+** contracted authors through cross-functional execution.
- Managed end-to-end production and experimentation for a top premium fantasy audio series, growing monthly revenue by **84%** from **\$125K** to **\$230K** and improving portfolio revenue contribution from **7.34%** to **8.39%**.
- Resolved **800+** writer-support queries in **7** days, reducing backlog to zero and cutting SLA from **4** days to **1** day through query bucketing, ownership mapping, and reusable SOPs.

Meesho | Senior Business Associate

May 2024 – Aug 2025

Women Apparel | Comfortwear & Activewear

- Identified **free-size** SKUs as a key driver of high returns and low retention in Sleepwear; rolled out a new sizing scale across **35%** of high-return SKUs, improving ratings by **6%** and reducing returns by **0.4pp**.
- Organised a platform-wide **Yoga Day Sale** for Women's Activewear, driving an **8%** increase in daily new transactors and **58% YoY** GMV growth through improved category discovery.
- Managed a team of **5** associates to source trend-led selection for Activewear, improving category search orders by **2pp**.

Mobiles & Accessories | Smartphone Launch & Category Ops

- Launched **Smartphones** on Meesho by setting up order, listing, pricing, returns, and payout workflows for **600+** high-value SKUs, enabling **200+** weekly orders.
- Identified **INR 11** overcharging per Mobile Covers order and led a cross-functional P&L correction, resulting in a **15%** increase in daily orders.

INTERNSHIPS

EXL Service | Decision Analytics Intern

May 2023 – Jul 2023

- Built a one-click credit reporting solution for financial institutions using TransUnion bureau data of **1M+ US consumers**, improving report processing efficiency by **75%** using Python.

Better Capital | Product Operations Fellow

Jan 2023 – Jan 2024

- Built a **\$750K** startup credits program and onboarded **20+ partners** (Microsoft, Asana, HubSpot, Qapita), strengthening portfolio support and founder access to growth tools.

LEADERSHIP & PROJECTS

E-Cell, IIT Guwahati | Product Head

May 2022 – Apr 2023

- Led a 3-tier team of **20 senior** and **30 junior executives** to drive product-led campus engagement initiatives.
- Organized **Product Matters**, a student-run bootcamp witnessing **3K+** learners (**66%** YoY growth) from **17** nations.
- Convened **PMx**, India's largest product case challenge, engaging **3K+** participants through **10+** webinars.

SKILLS

Analytics: SQL, Python, Excel / Google Sheets, cohort analysis, funnel analysis, attribution tracking

Tools: Databricks, QuickSight, MoEngage, MSG91, Figma, CRM campaign tools

Functional: Creator acquisition & activation, program management, category management, stakeholder management

ACHIEVEMENTS & EXTRACURRICULARS

- Founder of **High on Product**, a 10-week program to help 100+ aspirants crack entry-level Product roles.
- Awarded **Change of Discipline** for academic performance; ranked among the **Top 10%** of the batch at IIT Guwahati.
- Awarded **Bronze Medal** at Inter IIT Tech Meet 11.0 by **IIT Kanpur** in the Entrepreneurship Problem Statement.
- Ranked **Top 10 nationally** at Think Quest by Masters' Union, competing against **700+ participants**.