

Neelak Ghosh

Gurgaon

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"Strive not to be a success, but rather to be of value."

Summary

Analytical Growth Operations Leader & Technical Product Manager with a B.Tech in Computer Engineering and an MBA in Marketing. Expert at the intersection of product delivery, marketing technology (MarTech), and user acquisition lanes. Proven track record managing \$1,000–\$2,000 daily ad-spends (ROAS >1.5x), running complex conversion A/B tests, and configuring custom Salesforce CRM workflows to lower customer acquisition costs (CPL) by 40%. Strong baseline in automation (Python/SQL/DevOps workflows) used to scale business systems and unblock engineering pipelines.

Experience

BuzzParade

Mumbai, Maharashtra

PROJECT MANAGER

Mar. 2025 - Present

- Feature Requirements & Sprints: Lead requirements discovery sessions with business stakeholders to draft clear BRDs, user stories, and specs that engineering teams can build immediately.
- Agile Product Delivery: Rescued a key system roadmap that was stalled for 60 weeks, restructuring sprints and running daily developer syncs to achieve launch within 14 weeks.
- API Operations & Integrations: Mapped partner API payloads and verified vendor integration documentation to solve a backlog of server interface connectivity bugs.
- Database & Backend Scaling: Ran SQL diagnostic queries to locate slow database path bottlenecks, assisting developers in optimizing system performance.
- Client Success Operations: Established feedback loops with active customer accounts, training client teams and identifying product friction points to feed back into the roadmap.

Enclave Advisory

Mumbai, Maharashtra

MARKETING AND TECHNOLOGY MANAGER

Jul. 2024 - Feb. 2025

- Salesforce CRM Customization: Configured Salesforce Lightning layouts, assignment rules, customized lead routing paths, and analytics tracking to improve sales floor efficiency.
- MarTech Integrations: Engineered automations connecting Salesforce CRM to outbound dialers, WhatsApp APIs, and email servers, reducing automated outreach latency.
- Digital Acquisition & Optimizations: Spearheaded online acquisition campaigns for NRI client segments, tracking funnel drop-offs to reduce CPL by 40%.
- Website Platform Management: Led the deployment of company web portal updates, setting up Google Analytics tracking tags and high-converting contact forms.
- Data-Driven CRM Strategy: Connected CRM tables to analytic interfaces (Tableau/PowerBI) to stream real-time dashboards for executives.

Media.Net

Mumbai, Maharashtra

SR ASSOCIATE CAMPAIGN MANAGER

Jun. 2022 - Jun. 2024

- High-Scale Campaign Performance: Ran profit and loss management for ad campaigns across 8 websites with daily search spends of \$1,000–\$2,000, maintaining a consistent ROAS of >1.5x.
- Click-Stream & Ad Modeling: Analyzed click-stream datasets and campaign models in Python (Pandas) to find design and placement trends, increasing ROAS by 50–100%.
- Automated Data Dashboards: Built BI database dashboards to monitor real-time ad traffic flows and pacing logs, reducing budget leakage.
- Structured A/B Testing: Designed and executed landing page and ad copy experiments to maximize click-through rate (CTR) and conversion metrics.

Reliance Jio

Mumbai, Maharashtra

MARKET RESEARCH INTERN

May. 2021 - Sep. 2021

- Delivered comprehensive research and actionable recommendations on the Indian gaming market, enabling Jio Games to enhance its competitive strategy.
- Enhanced analytical capabilities and gained deep industry insights, contributing to data-driven strategic planning in the gaming sector.

PricewaterhouseCoopers

Mumbai, Maharashtra

DEVOPS INTERN

May. 2020 - Jun. 2020

- Implemented efficient data processing workflows with AWS Glue & Lambda, and delivered accurate data analysis to support client objectives.
- Developed strategic Go-To-Market insights with Alteryx and PowerBI, and played a key role in client digital transformation, optimizing operational efficiency.

- Developed and integrated an in-house Android application with the company database, enabling real-time data access.
- Successfully deployed the application, significantly improving operational efficiency and operational data availability.

Skills

Growth & MarTech	Salesforce CRM Customization, Google Ads/Analytics, Facebook Ads, Conversion Rate Optimization (CRO), A/B Testing
Data & Analytics	SQL, Tableau BI, PowerBI, Alteryx, AWS Glue & Lambda ETL Pipelines, Click-Stream Analysis
Development Stack	Python (Numpy, Pandas, Seaborn), Java, C#, C++, HTML5, CSS3, JavaScript, Git/GitHub
Infrastructure	Docker Containers, Cloudflare Tunnels, Raspberry Pi System Orchestration, Linux Admin

Education

**B.Tech****SVKM's NMIMS**

Specialization in Computer Engineering

Aug. 2017 - Apr. 2022

Mumbai, India

**MBAtech****SVKM's NMIMS**

Major in Marketing, Minor in Business Intelligence Analytics

Aug. 2017 - Apr. 2022

Mumbai, India

Technical Projects & Open Source

Neelak-News

AUTOMATED CYBERSECURITY INTELLIGENCE PLATFORM

- Engineered a self-hosted, end-to-end news engine using Docker and Cloudflare Tunnels on a Raspberry Pi, utilizing Make.com and AI-driven editorial triage to automate the ingestion, sanitization, and publishing of threat intelligence to a monetized WordPress platform.

Socbet Discord Bot

SPORTS BETTING AUTOMATION

- Streamlined Python and SQL-based bot integrated with Bet365 APIs for real-time access to betting odds, enhancing user betting experience.

Covid 19 Data Exploration

PANDEMIC ANALYSIS

- Explored COVID-19 data with MySQL and Tableau, providing accessible visualization for informed decision-making.

gARphics

AUGMENTED REALITY VISUALIZATION

- AR application using C and Unity for immersive data exploration and communication in virtual environments.

Entrepreneurial Experience

3D Printing as a Service

FOUNDER & LEAD TECHNICIAN

- Production & Workflow Management: Established a small-scale additive manufacturing operation utilizing a Sovol SV06 Ace and Klipper firmware, managing the end-to-end production of custom 28mm miniatures and tabletop terrain.
- Technical Optimization: Configured and maintained high-performance firmware and hardware, optimizing print speeds and material usage to ensure consistent quality for diverse client requirements.
- Business Operations: Directed all aspects of the micro-venture, including product pricing, client communication, and fulfillment strategies, demonstrating a proactive approach to technical problem-solving and service delivery.