JAYENDRA MORE
PRODUCT LEAD

LINKS
WEBSITE
https://www.jayendramore.com
LINKEDIN
https://www.linkedin.com/in/jayendramore/

MEDIUM (3.8K FOLLOWERS)
https://medium.com/@morejayendra

PROFILE
Experienced Product Leader with a proven track record in scaling digital platforms and driving customer-centric innovations. Skilled in product lifecycle management, UI/UX design, data analytics, and Agile methodologies. Successfully led cross-functional teams to deliver impactful results, including growing user bases, improving retention, and launching new features.

CONTACT
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+91 9987165610

CERTIFICATIONS
Post Graduate PM Kelloggs, Product Led Certification, PMP(pursuing), SQL(Udemy), Tableau(Udemy), Miro User Experience Design Course.

EXPERIENCE

PRODUCT LEAD, PLAYERZPOT MEDIA PVT. LTD., NAVI MUMBAI
DECEMBER 2017 – PRESENT
- Helped the company to go from **zero to 1**, we grew from couple of thousands to **+15 million users**
- Led the development of PlayerzPot's **first mobile app**, driving digital market entry and managing legal, influencer, and social initiatives
- Integrated tools like **CleverTap, Mixpanel**, and payment gateways to streamline operations and boost user engagement
- Built and mentored a team of **7 PMs, 5 designers, and 6 content writers**, fostering innovation and excellence
- Used analytics to refine features and improve user journeys for continuous product evolution.
- **Reduced manual effort by 70%** through third-party integrations and **improved revenue by 20%** and **retention by 30%** using **CleverTap** campaigns
- Identified and optimized revenue opportunities, improving product efficiency and financial performance
- Reclaimed **INR 2 crore in revenue** by reactivating lapsed VIP users through targeted retention strategies
- Created comprehensive **product documentation (Product Wiki)** on Notion, serving as the definitive guide for the app's ecosystem
- Have understanding of SQL, Android, and web development as my journey began as a developer
- Managed PlayerzPot's digital presence, ensuring a seamless user experience across platforms (Website, App Store, Play Store, APK)

FTTX PLANNING ENGINEER, RELIANCE JIO INFOCOM LTD.
DECEMBER 2016 – DECEMBER 2017
- Contributed to Reliance Jio's mission of delivering affordable, high-speed mobile and internet services across India by overseeing end-to-end optical fiber connectivity planning and deployment.

KEY SKILLS AND CHARACTERISTICS
Strategic Decision Making • Stakeholder Management • Product Vision & GTM Strategies • Team Collaboration • Cross-functional Collaboration • Negotiation Skills • Leadership & Initiative • Team Motivation • Conflict Resolution • Product Road mapping • Market Research • UI/UX • SQL • Android Development • Wireframing & Prototyping • HTML • CSS • Balsamiq • Creative Thinking • Documentation • Prioritization • SEO • Facebook Ads • CleverTap • Mixpanel • Jira • Google Analytics • Firebase • Trello • Zeplin • Figma • Shopify • Miro • Effective verbal and written communication

EDUCATION

BACHELOR OF ENGINEERING, ELECTRONICS & TELECOMMUNICATION, MUMBAI UNIVERSITY
MAY 2016