

Om Dubey

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Overview: I've undertaken high-impact work, starting as an intern, and then transitioning to high-impact product & growth positions. Working closely with the founders and the founding team to spearhead multiple business-critical projects allowed me to develop a versatile skill set and the ability to easily adapt to new roles and challenges.

Work Experience

Tekie

Tekie is a school-focused platform that uses storytelling and immersive content to teach coding & new-age tools. The platform has over 200k+ paid students and has been adopted by over 400+ schools. Tekie raised \$1.5 million from VC firms GSV Ventures, Multiply Ventures, and Better Capital. The company was later acquired by Uolo, which raised \$25.5 million from VCs including Blume, Omidyar, etc.

Founder's Office, Tekie | Apr 2020 to Present | 3 years

Worked closely with the founders and leadership team across multiple functions over the course of three year.

GTM & PMF | Nov 2022 - Present

Tekie has a strong PMF for its core product offering to schools. To leverage and upsell to current & new schools I'm currently working to roll-out new products to increase the ARPU per school. In parallel I'm also working on improving the PMF for current products.

- Conducted **extensive market research** and **competitive analysis** to assist product development.
- **Managing the GTM** for new products including user analysis, assisting in sales deck creation & product activation.
- Collaborating with sales & ops function to **improve product adoption** for existing product features through **teacher feedbacks, on-ground insights & data analysis** and **iterate** on product features.
- **Defined and tracked key unit economics**, including customer acquisition, retention and LTV, to measure success.

Product Management | Oct 2020 - Nov 2022

I played a critical role in driving the company's success by improving the product, building functionalities for B2C and B2B verticals, and leading high-impact projects in collaboration with a team of 5 PMs and business function.

- Led the development of a new **Event Management System** for better lead generation resulting in over **5k+ registration** in 2 months.
- Scoped out **features**, documented **PRDs**, created **lo-fi wireframes** and built out **product roadmaps**.
- Managed **cross-functional team** and **stakeholder communication**.
- **Developed** automated demo assignment feature to enable smooth day-to-day conduction of B2C trial classes & automated report generation for prospective customers, resulting in a **30% increase** in monthly revenue.
- **Spearheaded a high-impact project** with 15+ artists to create coding & computer science books (grades 1 to 8) and effectively replaced traditional publishers (Pearson, etc).
- Collaborated with the business function to **improve the sales funnel** by **revamping the CRM** & setting up **automation** such as WATI, IVR calls, anti-spam measures, etc.
- Developed dynamic course package creator to make it easier to map different curriculum across grades.

B2C Operations | March 2020 - Oct 2020

In the company's pre-funding stage, I worked hard to ensure smooth day-to-day operations, despite limited resources. Through my dedication and willingness to get my hands dirty, I proved my value to the team and eventually transitioned to high-impact roles.

- **Managed a team** of Customer Support Executives and ensured an extraordinary customer experience resulting in a **92% retention rate**.
- Initiated & launched a **customer support structure** including tool integration, bot flow creation & ticketing system.
- Designed and executed **A/B experiments** to improve user onboarding and retention.
- **Identified and communicated** with potential customers and closed deals.
- **Managing 20k+** live online classes while achieving all targets in the initial PMF phase.

Education

Institution	Degree	Year	Percentage/CGPA
Mithibai College, Mumbai	B.F.M	2022	9.0
Delhi Public School, Bhilai	AISSCE	2019	92.6%

References

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Anand Verma	Founder	+91-9650017335	anand.verma@uolo.com
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