

MAYANK ABROL

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PROFESSIONAL SUMMARY

Product marketing and strategy-oriented professional with experience in market research, analytics, and digital product development. Combines a management and marketing background with hands-on technical exposure to web and mobile technologies including React, Node.js, Express.js, and MongoDB. Skilled at translating customer insights and data into product positioning, messaging, and growth opportunities while effectively collaborating with product, marketing, and engineering teams.

SKILLS

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|----------------------|---------------------|-----------------|------------|--------------|-----------------------|
| Market Research | Public Relations | Tableau/PowerBI | Java | MongoDB | SSL/TLS Configuration |
| Competitive Analysis | Content Development | JavaScript | React | Linux | Excel/Word |
| Product Positioning | Campaign Support | Swift | Node.js | Apache/Nginx | PowerPoint |
| Business Insights | Audience Analysis | Kotlin | Express.js | AWS EC2 | WordPress(CMS) |

EXPERIENCE

Marketing Analyst - SOS Children's Villages of India | Delhi, India | May 2020 - June 2022

- Leveraged a data-driven approach to analyze performance across 200+ digital posts and 20+ campaigns over 18 months, identifying engagement trends and high-performing content themes.
- Assessed audience behavior and campaign insights across 4 platforms, recommending strategic refinements to messaging, outreach, and content direction.
- Monitored KPIs such as reach, impressions, engagement, and CTR across 150+ marketing assets to evaluate effectiveness and inform optimization efforts.
- Translated campaign data into actionable recommendations that supported more targeted marketing decisions and improved audience engagement outcomes.
- Contributed to the execution and refinement of digital campaigns, supporting consistent, insight-led marketing strategy.

Wealth Management Intern - YES Bank | Delhi, India | June - July 2019

- Reviewed financial and portfolio data across 25+ client accounts to support reporting and client service preparation.
- Organized and maintained client data records to improve reporting consistency and operational efficiency.

Communications Intern - ActionAid | Delhi, India | May - Jun 2018

- Developed and organized 10+ communication materials supporting outreach and awareness campaigns.
- Assisted in structuring campaign messaging for clearer stakeholder communication and public engagement.

PROJECTS

InSpec - AI-Powered Property Inspection App | React Native, Supabase, OpenAI Vision, Expo Location, Google Geocoding | 2025

- Designed a mobile inspection workflow that automates property condition reporting using images and structured documentation.
- Created exportable reports with time-stamped visuals to improve transparency between landlords, tenants, and property managers.
- Implemented location autofill and automated reporting features to improve operational efficiency.

Familiar - Assistive Platform for Dementia Care | React, Node.js, Recharts, Supabase | 2025

- Developed a dual-portal platform supporting caregivers and dementia patients with reminders, journaling, and monitoring tools.
- Structured dashboards to visualize user activity, reminders, and cognitive engagement features.
- Focused on usability and accessibility to improve product experience for users with cognitive challenges.

Gearify - Community Equipment Rental Platform | HTML, CSS, JavaScript, Firebase | 2025

- Built a peer-to-peer marketplace concept enabling local communities to rent and lend sports equipment.
- Developed real-time chat and authentication features to support trust and communication between users.
- Designed intuitive listing and browsing flows to improve user discovery and engagement.

EDUCATION

Langara College - Postgraduate Diploma, Web & Mobile App Development | Vancouver, Canada | 2024 - 2026

FORE School of Management - Master's Degree, Management | New Delhi, India | 2022 - 2024

Guru Gobind Singh Indraprastha University - Bachelor's Degree, Business Administration | New Delhi, India | 2017 - 2020