



MAYANK SONI

Building scalable product solutions to unlock CX, fulfillment, and marketplace efficiency.

ABOUT ME

Product leader specializing in enhancing e-comm seller experience and optimizing fulfillment logistics. Proven ability using data analysis and collaboration to launch impactful services (like FaaS) and improve key business metrics (sales, efficiency, SLA)

CONTACT

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EDUCATION

IIT Kharagpur

BTech + MTech (Dual Degree) -2021

SKILLS

Product Management

🚀 Roadmapping | Prioritization | GTM Strategy | Agile | Cross-functional Collaboration

User & Seller Experience

🛒 User Journey Mapping | Seller Activation | In-App Engagement | UX Research & Feedback Loops

Data & Decision-Making

📊 Funnel Analysis | Sales & Inventory Analytics | Data-driven Prioritization

Digital Productivity Tools

🛠️ Figma | Jira | Notion | Cursor | Gemini | ChatGPT

EXPERIENCE

Sr. Product Manager | Blibli.com Jakarta ID



Jan 2023 - Present

Seller Activation Experience:

- Improve **seller** onboarding, product listings, and order fulfillment, boosting seller efficiency by **30%** and engagement by **25%**.
- Provide sellers with analytics on sales trends and inventory, improving decision-making & increasing sales by **15%**.
- Set up feedback loops from seller behavior analytics to prioritize roadmap items, improving SES by **25** points

Fulfilment Experience:

- Designed a state-of-the-art, automation warehouse with 10k/hour throughput, enhancing **doubling** the operational efficiency
- Led the execution of “**distribution fulfilment business**” through the FAAS platform
- Enhanced storage inventory placement, achieving **97%** accuracy for expedited outbound

Product Manager | Blibli.com Bengaluru IN



Jul 2021 - Jan 2023

- Launched **Fulfillment-as-a-Service**, onboarding top brands like Samsung, Apple, Unicharm and others for end-to-end fulfillment.
- Achieved **98%** Fulfilment within SLA and **96%** Delivery before ETD

Product Management Intern | B:live Goa IN



May 2020 - Jul 2020

- Independently designed and executed the end-to-end back-office operational strategy for new e-comm vertical ‘**B:live – EV Store**’
- Assisted senior management in developing hypotheses and business plans for expansion, targeting an annual turnover of **INR 4 Crores**

PASSION PROJECTS

Founder, goNourish (Smart Recipe Assistant)

2024

Designed and prototyped an AI-powered home-cooking assistant to optimize dietary planning and grocery management. Explored UX design, GTM strategies, and personalization algorithms.

[Currently in beta testing with 20 users]