



# JISHNU R

**Product Specialist | Social Media Insights Professional | Subject Matter Expert**

**Address:** Bengaluru, India

**Mobile:** +91 8301 886 029

**Email:** [jishnurprofessional1306@gmail.com](mailto:jishnurprofessional1306@gmail.com)

**LinkedIn:** [linkedin.com/in/jishnu-radhakrishnan-049a44166](https://www.linkedin.com/in/jishnu-radhakrishnan-049a44166)

**Sex:** Male | **Date of Birth:** 13/06/1996 | **Nationality:** Indian

## PROFILE SUMMARY

Results-driven **Product Specialist & Social Media Analytics Expert** with **5+ years of experience** in product success, customer engagement, and data-driven insight. Adept at leveraging **market research, stakeholder engagement, and agile methodologies** to optimize product adoption and user experience. Successfully managed enterprise clients across **Banking, Pharmaceuticals, FMCG and Government sectors** with a combined **ARR of \$3 billion**. Spearheaded **custom analytics frameworks**, reducing crisis identification time by **150+ hours** and increasing product adoption by **2X**. Proficient in **Jira, Confluence, Power BI, Sprinklr, Brandwatch, and Google Data Analytics**. Passionate about **data visualization, product lifecycle management, and social media intelligence** to drive strategic business outcomes.

## PROFESSIONAL EXPERIENCE

*Sep 2024 – Present*

**Subject Matter Expert | Tech Mahindra**

- Led initiatives to improve end-to-end user experience on social media platforms, ensuring smooth and efficient customer engagement.
- Managed and enhanced the knowledge repository to support structured training programs on social media insights.
- Delivered internal training sessions to upskill teams on platform updates, user behaviour trends, and service best practices.
- Streamlined customer support workflows, resulting in a 10% improvement in Time to Resolution (TTR) and increased overall service efficiency.

*Nov 2019 – Sep 2024*

**Product Specialist | Sprinklr**

- Supported clients with a combined Annual Recurring Revenue (ARR) exceeding \$3B across Banking, Pharma, and Government sectors.
- Partnered with cross-functional teams to design custom metrics and alerts, reducing crisis identification time by 150+ hours in 3 months and enhancing brand protection.
- Boosted product adoption 2x within 8 months by identifying usage gaps and creating tailored solution workflows.
- Elevated product consumption by 40% by optimising clients' social media listening frameworks.
- Spearheaded development of 4 impactful product enhancements, saving ~4 hours/month in data visualization efforts for end users.
- Drove 12+ custom feature improvements by liaising with engineering teams, resulting in a 20% reduction in client reporting time.
- Engineered end-to-end insights frameworks for Pharma and Banking clients, later adopted broadly to save over 200 hours in manual effort.
- Co-designed and implemented a pooled support model, enhancing turnaround time (TAT) for customer queries by 34%.

*June 2019 – Nov 2019*

**Social Media Analyst – Business Operations | Unido Labs LLC**

- Analysed and visualized comprehensive customer data, driving a 3X increase in data consumption through actionable insights.
- Conducted deep-dive research to source data beyond client-owned channels, uncovering hidden trends and market opportunities.
- Performed data cleansing and optimization, identifying inefficiencies and roadblocks in system performance to ensure optimal tool utilization.
- Collaborated with stakeholders to prioritize business requirements, streamlining analytical processes for enhanced decision-making.
- Led initiatives to identify and implement new process improvements, enhancing workflow

	efficiency and customer engagement.
<b>ACHIEVEMENTS</b>	
	<ul style="list-style-type: none"> <li>• <b>Spot Award – Sprinklr Insights (2022):</b> Honored for driving innovative solutions in customer engagement strategies, significantly increasing product utilization.</li> <li>• <b>Sprinklr Security Training Certification (2022):</b> Completed advanced security training, enhancing expertise in data privacy, compliance &amp; risk mitigation for social media analytics.</li> <li>• <b>Spot Award – Sprinklr Insights (2021):</b> Recognized for delivering exceptional data-driven insights that enhanced customer decision-making and product adoption.</li> </ul>
<b>EDUCATION</b>	
	<b>Bachelor of Arts (B.A) in English Literature</b> Bharathiar University, India
<b>CERTIFICATION</b>	
	<ul style="list-style-type: none"> <li>• PMP Certified</li> <li>• Sprinklr Insights &amp; Marketing Certification</li> <li>• AI101 Certification</li> <li>• Google Data Analytics Certification</li> </ul>
<b>AREAS OF EXPERTISE</b>	
	Market Research & Analytics   Stakeholder Engagement   Agile Methodology   Product Strategy   Product Lifecycle Management   Client Relationship Management   Jira Work Management   Product Mapping   Data Visualization   Social Media Analysis
<b>TECHNICAL SKILLS</b>	
<b>Advanced Tools:</b>	Advanced Excel, PowerPoint, Power BI, Confluence, SharePoint, Photoshop, Canva
<b>Project Management Tools:</b>	JIRA, Asana, Salesforce, SharePoint
<b>Social Media Tools:</b>	Sprinklr (Advanced), Brandwatch, Coros, Meltwater, Talkwalker