

Atul Ramdhvani

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PROFESSIONAL EXPERIENCE

JUPITER

Bangalore, BLR

UX Writer / Product Marketer

March 2024 - Present

Leading UX Writing and Growth campaigns for the entire Jupiter product suite.

- Ran Akshaya Tritiya Digi-Gold campaign: Boosted investments by 33% week-on-week, driving ₹2.87 Cr in digital gold purchases and 9,500+ transactions
- Expanded investor base by 41% YoY, acquiring 5.3K+ unique users with strong traction in affluent bands, with a Ganesh Chaturthi campaign
- Scaled high-ticket transactions (₹10K–₹25K) by 267% YoY, strengthening mid-value investor base
- Ran a targeted Push Notification campaign to boost Basic to PRO (account tier) conversions
 - PRO conversions went up 6x (~213/day to ~1358/day)

LEAP SCHOLAR

Bangalore, BLR

UX Writer / Product Marketer

July 2022 - Jan 2024

First UX Writer at Leap Scholar (Series D then). Managed app copies, product marketing campaigns and ran in-depth user research initiatives.

- Managed the UX copy end-to-end for all of Leap's products. Assisted Business and Product folks with timely UX and copy audits to identify areas of improvements.
- Ran product marketing campaigns to improve adoption, retention and engagement for in-app features through WhatsApp campaigns, Push Notifications and Emailers.
- Boosted the following metrics through comms journeys:
 - Students adding colleges to their wishlist to Starting applications (24%)
 - Students liking 👍 a college to Starting applications (33%)
- Owned and ran the referral campaign for Refinance by Leap Finance (a fin-tech product of Leap) and brought in over \$200,000 via referrals alone.

VAHAK

Bangalore, BLR

Copywriter / Product Marketer

March 2021 - June 2022

Joined Vahak as their 1st Copywriter and handled the entire Organic Traffic funnel and user comms journeys

- Boosted Vahak's organic traffic from ~2,500 monthly to ~10,000 within 3 months.
- Managed journeys for transactional and promotional comms
- Grew our Average Truck Booked by 15% with targeted comms
- Ran drop-off journeys to reduce cart abandonment by 27% from consignor side

KWINK

Chennai, TN

Copywriter

Aug 2020 - Feb 2021

Transitioned from Content to Copywriting at Kwink.

- Handled the account for 2 clients, Fast Rent A Car (Dubai) and Allianz Biosciences.
- Wrote social media ad copies, emailers, video scripts and web content.

OPENWAVE

Chennai, TN

Content Writer (SEO)

Jul 2018 - Dec 2019

My first job straight out of college.

- Wrote blogs for SEO and worked on web content for their website and their other products.

EDUCATION

BS ABDUR RAHMAN UNIVERSITY

B.Tech, Computer Science

**Chennai, TN
2014-2018**

- Awards: Mr. Crescent Writer
- Honors: Head of the Literature Society

ADDITIONAL INFORMATION

- Tools familiar with: CleverTap, MixPanel, MetaBase, WebEngage, Figma, WebFlow
- Languages: English, Hindi, Kannada, Tamil