

PRIYANSH MATHUR

Product Manager | Growth & Acquisition | Consumer Fintech

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Product manager with 3+ years in the PM title and 6 years across product and growth in fintech, including 3 years at Dezerv building a channel from zero to one. Launched the embedded SDK inside Moneycontrol, Livemint and Inshorts (20M+ combined reach), which now brings in 700 qualified leads a month at 75% lower CAC, with 17,000+ users tracking Rs 7,000 Cr in assets. Also took organic acquisition up 14x. Comfortable across the full cycle: partner deals, specs, compliance, delivery and funnel economics.

EXPERIENCE

Product Manager, Growth & Acquisition | Dezerv

Apr 2025 - Present

Promoted from the SEO, SEM & Growth PM role into full ownership of Dezerv's embedded distribution channel, a zero to one B2B2C product line.

- Launched Dezerv's embedded SDK across Moneycontrol, Livemint and Inshorts (20M+ combined reach). The channel now delivers **700 qualified leads a month at 75% lower CAC** than paid, and is a core acquisition channel rather than an experiment.
- Scaled the partnership to **17,000+ users tracking Rs 7,000 Cr** in assets.
- Scoped the MVP as portfolio tracking instead of full onboarding. That kept the compliance surface small, got partner sign off faster, and gave us a daily use hook to build on. Retention features on top of it (daily portfolio movement, personalised insights, news linked portfolio triggers) lifted repeat engagement **38%**.
- Worked as the single PM across three external partner engineering teams and internal squads, owning PRDs, wireframes, SDK integration specs, SEBI compliance guardrails and launch.
- Built a lead scoring system that reads call booking patterns across partner cohorts and auto allots leads to the BDU. **Lead to call conversion improved 21%** and follow up time came down.

Product Manager, SEO, SEM & Growth | Dezerv

Apr 2023 - Apr 2025

- Owned organic acquisition as a product surface across PMS, Mutual Funds and Bonds. Took organic sessions from **10K to 140K a month (14x)** with programmatic page templates and topic clusters, now contributing **29% of new eligible lead signups**.
- Wrote the PRDs for the programmatic template system and worked through rendering, internal linking and page speed trade offs with engineering.
- Ran paid and organic together, so keyword bets were judged on blended CAC rather than channel level ROAS.

Product Manager, SEO & Content | Wint Wealth

Apr 2022 - Mar 2023

Owned the investor facing tools surface and the content platform. Promoted from SEO Analyst in Jan 2023.

- Owned the roadmap for investor facing tools: Bonds Directory, Gold/Silver Rates and FD Calculators. Wrote the requirements, ran user testing with retail investors, and worked with design and engineering from build through release. Together these tools drove **153.4K monthly visits**.
- Prioritised the Bonds Directory first because it was the only tool that mapped directly to what Wint sold, so interest carried through to the product instead of stopping at the page.
- Grew the surface from **7K to 153.4K monthly visits (22x)** with information architecture, reusable page templates and the data feeds behind the rates and calculator tools.
- Built the content platform up to **500+ articles a month** across 5 editors, 7 subject matter experts and multiple agencies, with a review workflow that kept SEBI sensitive claims out of published copy.

SEO Team Lead | Search Combat

May 2020 - Apr 2022

- Managed **37+ enterprise SEO campaigns** for sites with complex media and SILO structures, and led a team of 7 specialists.
- Ran site audits and pushed architecture, content and linking changes with developers and designers. Owned client reporting (GA/GSC) and retention end to end.

SELECTED WORK

- **Embedded SDK (0 to 1):** New distribution product inside 3 of India's largest finance media apps. MVP scoping, compliance, partner specs, engagement loops and lead routing. 700 leads a month, Rs 7,000 Cr in tracked assets.
- **Lead Quality Engine:** Call booking pattern analysis, automated lead allotment and BDU enablement. Lifted lead to call conversion 21%.
- **Search Growth System:** Programmatic templates, keyword clustering and dashboards behind 14x organic growth and 29% of eligible lead signups.

SKILLS

Product: 0 to 1 launches, PRDs, roadmaps, sprint planning, B2B2C and SDK integrations, discovery and user testing, SEBI compliance

Growth: CAC optimisation, funnel analysis, activation and retention loops, experimentation, SEO at scale, WebEngage

Data & AI: GA4, GSC, cohort analysis, Python, LLM based internal workflows, Ahrefs, Semrush

EDUCATION & CERTIFICATIONS

BCA, Computer Science, Birla Institute of Technology, Mesra (2017 - 2020)

NISM VA Mutual Fund Distributors · Google Fundamentals of Digital Marketing · Semrush On-Page & Technical SEO