

PRIYANSH MATHUR

Product Manager | 0-to-1 & Growth | Wealthtech & Consumer Fintech

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Product Manager with 6 years across growth and product, 4+ of them in fintech and the last 3 at Dezerv. Built the embedded SDK channel inside Moneycontrol, Livemint and Inshorts (20M+ combined reach), now bringing in 700 qualified leads a month at 75% lower CAC than paid, with 17,000+ users tracking Rs 7,000 Cr in assets. Before that, took organic acquisition from 10K to 140K sessions a month. Experienced across the full cycle: partner deals, specs, compliance, engineering delivery and funnel economics.

EXPERIENCE

Product Manager, Growth & Acquisition | Dezerv

Apr 2025 - Present

Promoted from SEO, SEM & Growth PM to own Dezerv's embedded distribution channel end-to-end, a 0-to-1 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 acquisition.
- Scaled the partnership to **17,000+ users tracking Rs 7,000 Cr** in assets.
- Scoped the MVP as portfolio tracking rather than full onboarding, so partners shared no KYC data and legal review cleared much faster. Retention features built on top of it (daily portfolio movement, personalised insights, news-linked 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-assigns leads to the business development unit. **Lead-to-call conversion improved 21%**.

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 and judged keyword investment on blended CAC across both channels.

Product Manager, SEO & Content | Wint Wealth

Apr 2022 - Mar 2023

Owned the investor-facing surface and the content platform for a bond investing product.

- Owned the roadmap for the investor-facing surface: what to build, in what order, and what to leave alone. Balanced quick wins that could rank in weeks against category pages that took months but sat closest to a purchase decision. Wrote the requirements, ran user testing with retail investors, and worked with design and engineering through release.
- Finance is YMYL, so E-E-A-T decides what ranks, not volume. Built that into the product itself: named authors with credentials, subject-matter review on every claim, sourced data and citations, and disclosure blocks signed off with compliance.
- Grew the surface from **7K to 153K monthly visits (22x)** through information architecture, reusable page templates, and tools like the Bonds Directory, rate trackers and FD calculators.
- Built the content platform up to **500+ articles a month** across 5 editors, 7 subject-matter experts and agency teams, without loosening the 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 account retention end-to-end.

SELECTED WORK

- **Embedded SDK (0-to-1):** Distribution product inside 3 of India's largest finance media apps. Partner scoping, SEBI review, SDK integration specs across three external engineering teams, engagement loops and lead routing.
- **Lead Quality Engine:** Call-booking pattern analysis, automated lead assignment and business development enablement playbooks.
- **Search Growth System:** Programmatic page templates, keyword clustering and reporting dashboards behind the organic growth above.

SKILLS

Product: 0-to-1 launches, PRDs and user stories, roadmapping and prioritisation, sprint planning (Jira), B2B2C and SDK integrations, discovery and user testing (Figma), SEBI compliance

Growth: CAC and funnel economics, A/B testing and experimentation, activation and retention loops, lifecycle messaging (WebEngage), SEO at scale in YMYL categories (E-E-A-T)

Data & AI: GA4, GSC, SQL, cohort and funnel 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