

GOWRI ACHAPPA

+919481094211

gowria.work@gmail.com

Professional Summary

Product Manager and Content Strategist with 3+years of experience driving the full product life cycle for competitive exam platforms. Expert in leveraging technical automation to boost efficiency and in delivering high-quality, multilingual educational content for UPSC/KAS aspirants.

Core Competencies

- **Product Management:** Product Life cycle Management, Back log Prioritization, Market & Competitor Analysis, Product Development, Stakeholder Communication
- **Content & Digital Management:** Content Strategy & Writing, Daily News Analysis(DNA), Monthly Magazine Compilation, Website Management (Prelimspedia, Mainspedia).
- **Technical Skills:** Automation (Java Selenium), MS Office Suite, CMS Proficiency
- **Languages:** English(Professional), Kannada(Native), Hindi(Professional), Telugu (Professional)

Professional Experience

IASBABA—Bengaluru

Product Manager | Mar2023–November 2023

Monthly Magazine Compilation | December2023–July2025

Publishing Contents on Website | November2024–August2025

- Spear head the end-to-end product lifecycle for key UPSC courses (Foundation, ILP, TLP+, AIPTS), resulting in increased user adoption and market penetration.
- Analyze market trends and competitor offerings to inform product strategy and feature prioritization, ensuring a competitive edge.
- Manage and groom the product backlog, balancing new feature requests with critical bug fixes to align with business objectives.
- Leverage market research and user feedback to generate data-driven ideas for new, appealing product offerings.
- Reduce manual website updating time by **30%** by creating and implementing an automated Java Selenium script to populate content templates.

Content & Web Management Specialist

- Manage and update the company's digital knowledge repositories, **Babapedia (Prelimspedia and Mainspedia)**, ensuring accurate and current content for exam preparation.
- Compile, edit, and oversee the production of a comprehensive **Monthly Current Affairs Magazine**, a key resource for subscribers.
- Execute daily website updates, including publishing **Daily News Analysis (DNA)** from leading newspapers (The Hindu, Indian Express) and **Daily Quizzes**.
- Ensure content accessibility by managing the simultaneous publication of all core materials in both **Hindi and English**.
- Curated and published the **60-Day Rapid Revision Series (RaRe)**, a flagship initiative for UPSC Prelims, featuring daily subject-wise MCQs, current affairs analysis, and CSAT practice tests.
- Managed and updated the **Think Learn Perform (TLP) program**, a daily answer writing initiative aimed at enhancing Mainsexam preparation through consistent practice and time management.

Insights IAS—Bengaluru

Content Writer | Nov2022 –Mar2023

- Author high-quality, insightful, and informative content tailored for **KAS examinations**.
- Collaborate with localization teams to adapt content for specific regional market needs and best practices.
- Efficiently manage work load to consistently deliver exceptional content with in strict deadlines.

Projects & Initiatives

- **Website Automation Script:** Developed a **Java Selenium automation** framework to streamline the daily content upload process, significantly reducing manual effort and minimizing human error.

Education

Bachelor of Engineering, Electronics and Communication

R.Y.M.Engineering College,Ballari | 2016

Pursuing M.Tech, VLSI & Embedded System (Final year – 4th Semester)

R.Y.M.Engineering College,Ballari | 2026

Certifications

Purusing: Data Engineering course (SQL, Python, Azure, Spark, ADF, Linux, Hadoop, Hive, File formats, Databricks,)

Programming in Java SE 6 | NIIT Bellary Centre

Oracle Database 11g: SQL Fundamentals | NIIT Bellary Centre

Human Resource Generalist and Talent Acquisition Specialist | Relevel by Unacademy

Additional Highlights

- **Leadership:** Volunteered as a core team member for state-level workshops and college placement drives.
- **Presentation:** Presented a technical paper on "Ethical Hacking" at a college competition.
- **Extracurricular:** Hosted multiple cultural events, showcasing strong public speaking and coordination skills.

Date: 28/07/2026

Place: Ballari, Karnataka