

DHIRAJ SHARMA

Product Lead | E-commerce AdTech SaaS & PPC Automation

Portfolio & Case Studies dhirajsharma.co.in

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PROFESSIONAL SUMMARY

Product leader specializing in retail advertising automation across Google Shopping, Microsoft Ads, and Amazon Ads. Leading a \$5M+ ARR portfolio at Optmyzr spanning campaign automation, feed optimization, reporting, and ecommerce growth tooling for performance marketers and agencies globally.

Experienced in product strategy, roadmap prioritization, GTM execution, customer discovery, workflow automation, and scaling cross-functional product teams. Strong domain expertise in PPC, feed-driven retail advertising, and AI-assisted optimization workflows.

SKILLS

Product & Strategy

- Product Strategy
- Roadmapping
- Product Discovery
- SaaS Product Management
- GTM Strategy
- Customer Research
- UX Optimization
- Agile Product Development
- Prioritization & Execution
- Cross-functional Leadership
- Workflow Automation
- Experimentation & Adoption

Product Design & Prototyping

- Rapid Prototyping
- AI-assisted Product Design
- Wireframing
- UX Workflow Design
- v0 & Lovable

Domain Expertise

- Google & Microsoft Shopping Ads
- E-commerce Advertising
- Amazon Ads
- PPC Automation
- Feed Optimization

PROFESSIONAL EXPERIENCE (~7 Years)

Senior Program Manager (Product Lead) | November 2025 – Present

Program Manager II | October 2023 – October 2025

[Optmyzr](#), Hyderabad, India

- Led product strategy and execution for a \$5M+ ARR portfolio spanning Shopping Ads automation, feed optimization, Amazon Ads tooling, and advanced PPC reporting products used by global agencies and ecommerce advertisers.
- Launched new product lines and GTM initiatives contributing \$500K+ in incremental ARR by identifying workflow gaps in retail advertising operations and translating them into scalable SaaS solutions.
- Defined roadmap priorities across Google Shopping, Performance Max, Microsoft Ads, and Amazon Ads based on customer research, adoption patterns, support insights, and market trends.
- Accelerated product discovery and stakeholder alignment through rapid prototyping workflows using v0 and Lovable to validate UX concepts before engineering implementation.
- Improved product execution velocity by restructuring planning, sprint operations, QBRs, and OKR tracking, increasing project completion rates from 25% to 100% across cross-functional teams.
- Built and mentored a growing team of junior PMs and UI/UX designers, establishing stronger collaboration models between product, engineering, design, and customer-facing teams.
- Partnered with leadership, engineering, and customer success teams to prioritize high-impact initiatives balancing customer value, platform scalability, and commercial outcomes.
- Drove UX and workflow improvements across campaign creation and optimization experiences using customer feedback, usage analysis, and operational pain-point mapping.

Program Manager | June 2022 – September 2023

Optmyzr, Hyderabad, India

- Led planning and delivery of automation and optimization workflows for Google and Microsoft Shopping Ads, improving usability and operational efficiency for PPC teams.
- Identified and unblocked stalled product initiatives by redefining scope, aligning stakeholders, and converting ideation-stage concepts into development-ready product requirements.
- Worked closely with engineering and design teams to prioritize roadmap initiatives based on customer impact, implementation complexity, and adoption potential.
- Contributed to product discovery efforts through customer interactions, workflow analysis, and feedback synthesis from agencies and ecommerce advertisers.

Customer Success Manager | June 2020 – May 2022

Optmyzr, Hyderabad, India

- Managed a portfolio of 160+ customers, including 15 enterprise accounts across ANZ, UK, EU, and Asia, supporting over \$600K in annual recurring revenue.
- Helped PPC teams scale Google Ads and Microsoft Ads operations through workflow optimization, automation adoption, and strategic platform guidance.
- Increased engagement KPIs by 10% while the customer base expanded 77%, by identifying quick-win optimization opportunities and aligning platform usage with advertiser goals.
- Influenced product improvements by surfacing recurring customer pain points, workflow inefficiencies, and feature adoption barriers to product and engineering teams.
- Expanded account value through consultative upsell and cross-sell initiatives aligned with customer growth objectives.

Account Manager Intern | June 2019 – May 2020

Optmyzr, Hyderabad, India

- Supported onboarding, retention, and customer engagement initiatives for PPC advertisers using Google Ads and Microsoft Ads automation tools.
- Coordinated customer communication, operational tracking, and adoption-focused engagement activities across the account management team.
- Delivered technical and educational support through Intercom and email, helping customers navigate campaign automation and optimization workflows.

EDUCATION

B. Tech (Computer Science and Engineering), Lovely Professional University, *Phagwara, India* | 2020

TOOLS

PPC (Google Ads) | Claude | ChatGPT | Lovable | v0 | Google Office Suite | Jira | Confluence | Zoho CRM | Intercom | Asana | Slack | Hotjar | Clarity