Mayuri Ukey | PGP 26238 | Female, 27

WORK EXPERIENCE (38 Months)

Jio Platforms Limited — **Deputy Manager** — **(June'21 – Aug'24)**

Business Impact	• Propelled JioCinema to **22Cr+ MAUs** by delivering viewer-facing systems across multiple marquee sports events • Safeguarded **₹5Cr+** potential revenue loss by resolving critical platform failures across 3 events **(FIFA, WPL, IPL)** • Accelerated go-live by **91.67%** (120 mins to 10 mins) by building a full-stack Content Management System (CMS) • Reached a world record **3.2Cr** concurrent viewers by unlocking **40%** increase in platform penetration for IPL 2023 final • Empowered **40+** cross-functional users to independently manage live assets and eliminated engineering dependencies
Strategy & Growth Initiative	• Sustained **3.2Cr** viewers by defining remediation roadmap execution for IPL/WPL'23 by diagnosing FIFA'22 failures • Supported **7x** MAU growth in **18** months, raising platform reliability by steering a technical roadmap connecting events • Slashed **63%** (120 to 45 min) escalation-to-resolution time, redesigning war-room protocol & live incident response process • Reduced **30%** onboarding time by institutionalizing knowledge management system, cutting individual dependencies
Software Development	• Reduced buffering by **92%** and enhanced streaming experience for 22Cr+ users by architecting distributed service model • Expanded regional audience **reach** by **60%** by scaling multilingual live sports viewing across **12** regional languages • Conceptualized & delivered CMS for JioMedia OTT Applications from **design** to **go-live**, to self-serve content publishing
Process Optimization	• Maintained a **99.95%** uptime during record breaking traffic spikes by rationalizing **70%** infrastructure expenditure • Reclaimed **140+ hrs/week** by designing automated CMS publishing workflows, replacing manual content operations • Reduced **89%** content error rate by instituting multilayer review & approval workflow, preventing incorrect asset go-live • Compressed **34%** deployment cycle time by designing automated workflows & enabled low-risk, fast feature rollouts
Leadership	• Directed **100+** production releases by ensuring a **100%** on-time delivery of **50+** work items across **5** workstreams • Captained a **9-member** cross-functional team to key platform milestone, **30%** ahead of schedule by structured planning • Delivered **29** features and **87** workflows by aligning Product, Content, Ops and Ad-Sales for CMS usage manuals
Recognition	• **1/7** recipient out of **300+** eligible employees of **Self-Starter** award for **2** consecutive years for proactive risk reduction • Secured **A* grade** for **3** consecutive years, ranking among JioMedia's **top 15%** performers for impactful deliveries

EDUCATION

B. Tech	**College of Engineering, Pune (CSE)**	**7.31/10**	**≥8/10 in 39** courses	2021
Class XII	**Kendriya Vidyalaya, CBSE**	**93.60%**	**>90%** in **4/5** subjects	2017
Class X	**Saint Peter's School, CBSE**	**10/10**	**10/10** in **5/5** subjects	2015

INTERNSHIPS & PROJECTS

Exam Portal Development	• **200+ DAUs** served by partnering with founders to translate business requirements into custom exam platform • Designed & delivered end to end exam platform automation for **100+** assessments, from test creation to analytics • **90%** faster assessment turnaround across **5000+** tests by digitizing exams and automating result processing	2025
Podcast	• Scaled podcast's digital presence by producing **30+** creatives & managing social media, driving **50K+** views • Improved audience engagement by **60%** through **data-driven** design and social media content optimization	2025
Showflow Management	• Managed showflow for **10K+** attendee events, managing **10+** performances, **5** crew members for on time execution • Executed **3+** concerts & festivals, aligning lighting, sound, artist, and stage operations under tight timelines	2025

ACHIEVEMENTS

Case comp	• **1/66** semi-finalist out of **136** IIMA teams (**405** participants) in Strategos flagship Strategy Case Competition	2026
Academic Highlights	• Successfully Converted **IIM A,L,I,M** flagship programs among **2.58L** registered CAT 2025 candidates only • Earned a **Minor** in **Finance** by completing **9** additional elective **credits** alongside Computer Science degree • Earned **CBSE Merit** Certificate for securing perfect 10 CGPA in Class X for All India Board Examinations	2026 2021 2015

POSITION OF RESPONSIBILITIES

COEP	**Dance Team Head**	• Headed a **70**-member team to **2** podium finishes across **8** competitions through end-to-end event planning • Established official Instagram presence by generating **35K+** views through **10+** posts through content planning • Selected **15** members from a **100+** applicants pool by induction & selection process to strengthen the team • Managed a **₹3L** annual budget to execute participation in **6** intercollegiate competitions & **2** in-house events	2021
	Cultural Core	• Delivered **20+** performances, **3** theatre productions, coordinating **5** cross-functional clubs for seamless execution • Coordinated **100+** volunteers for seamless event operations for **5K+** attendees across annual college events	2021
	Impressions Event Head	• Led a **10**-member team to execute the Rangeela competition, managing **50+** applications from **20+** colleges • Generated **500+** registrations and **10K+** footfall through campaigns across **30** colleges & **3** digital platforms • Managed a **₹2L** budget, overseeing vendor payments and financial reconciliation for timely event execution	2019

EXTRA-CURRICULAR ACTIVITIES

IIMA Clubs	• **1/31** selected out of **121** candidates as a member of SMILE | **1/18** in the Learning and Development Cell • Member of Eloquence - Public Speaking, Soft Skills Club & Member, Footloose – IIMA official dance club	2026 2026
Cultural	• Part of **3 award**-winning productions in state-level theatre competition, Firodiya & Purushottam Karandak • **1st** in State-Level Firodiya Theatre Competition (Group Prop Dance) | **4th** in Malhar, St. Xavier's, Mumbai • **1/15** selected out of **200+** dance crews nationwide for Desi Beats semifinals at the Mood Indigo, IIT Bombay	2021 2021 2018
Sports	• **Winners** of the Athletics Event at the Yalgaar | **1** out of **6** people selected for the Athletic Event in Yalgaar • **Runners-up** of the Frisbee Event at Yalgaar | **1** out of **13** people selected for the Frisbee event at Yalgaar • **Gold** Medalist for consecutive **3** years in 200m Racing Competition | **Top 3** in the high jump competition	2026 2026 2015
Social Impact	• Volunteered for **5** session(s) for Dance for **40+** underprivileged students during the SMILE Activity Camp	2026
Hobbies	Dancing | Frisbee | Painting	

Phone: +91 9423466306 Dorm 43, Room 34, IIM Ahmedabad Email ID: p26mayuri@iima.ac.in