

Product Management professional with 4+ years of experience in B2C & B2B solutions. Driving product success through problem-solving, stakeholder management, analytical skills, and technical decision-making.

Experience

Product Manager – Visa2Fly (Travel Tech) (August 2025 – Present)

- Redesigned homepage and improved engagement via A/B testing and Analytics insights.
- Integrated CleverTap for behavior-based automation, uplifting user engagement by 20% and improving 30-day retention by 15% by leveraging data-driven segmentation
- Built and deployed a WhatsApp automation, improving conversion from P3 to P1 Leads and accelerating agent response time by 50%, leading to a 3x boost in lead conversion efficiency
- Enhanced internal dashboard with lead document mapping functionality, decreasing operational overhead by 30% and saving 50K manually in team
- Launched an OTB service page, streamlining customer journey, and reducing manual verification time by 40%
- Created a student visa information page that attracted 500+ monthly inquiries and improved conversion by 15%
- Conceptualized and released “Explore” that improve session duration via hyper-personalized user journeys.

Associate Product Manager – University Living (March 2023 – July 2024)

- Designed and launched AI-powered study abroad guidance chatbot answering 40K+ monthly queries from prospective international students reducing inquiry response time from 24 hours to 30 seconds
- Ideated and released a “Cost of Living Calculator” that increased lead generation by 12%, while improving session duration and reduced conversion timing.
- Conceptualized and release a “Find my Kinda Room” that increased lead generation by 20% while improving session duration via hyper-personalized user journeys and increases conversion by 5%.
- Built and deployed a WhatsApp automation bot, improving conversion by 20% and accelerating agent response time by 50%, leading to a 3x boost in lead conversion efficiency.
- Optimized lead flow design and integrated CRM automation (Zoho & CleverTap), slashing sales cycle by 42% and achieving a 17% operational efficiency gain..
- Built and launched an internal CMS, reducing marketing landing page go-live time by 95% and empowering non-technical teams with self-service capabilities.
- Integrated CleverTap for behavior-based automation, resulting in a 15% uplift in user engagement and 10% improvement in Day-30 retention.
- Boosted NPS by 13.2% by addressing post-order journey friction points
- Orchestrated student referral program from design through execution, building tracking platform with unique codes, engaging 80+ active referrers per month.

Associate Product Manager – Awon Gamez (August 2021 – December 2022)

- Launched a gaming hub on the web platform, improved user retention by 5% through curated categories.
- Drove a 30% growth in new user acquisition via across-functional marketing campaign, social media, and email.
- Redesigned homepage and improved engagement via A/B testing and Google Analytics insights.
- Managed game API standardization framework used by all 50+ partner games, reducing integration time.
- Managed single sign-on (SSO) integration across 50+ games reducing login friction and improving daily active users by 35%.

Education

MBA – IIM Sirmaur (2019–2021)

Skills & Competencies

- **Soft Skills:** Leadership, Collaboration, Communication, Analytical Thinking, Detail Oriented, User Research, Competitive Analysis, Product Launch, Agile Frameworks, Stakeholder Management, Customer Centric Mindset.
- **Hard Skills:** Confluence, Mixpanel, CleverTap, Agile Scrum, Figma, Lovable, SimpleMind, Invision, MoEngage, Firebase, Typeform, Amplitude, JIRA, Asana, OKRs & KPIs Tracking, Product Roadmapping.