

Prayut Raj Gupta

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PERSONAL SYNOPSIS

Product-driven professional with **5+ years of experience** spanning **Product Management, Growth, CRM Platforms, Marketplaces, and Data Analytics**. Proven track record of owning **end-to-end product lifecycles** across **web platforms, Amazon & Flipkart marketplaces, and CRM systems**, driving measurable business outcomes including **60% sales growth** and **40% productivity improvement** through UX optimization, automation, and data-driven decision-making.

SKILLS

Managerial Skill

- Agile / Scrum Methodologies
- Sprint Planning & Delivery Management
- Process Optimization & Automation
- SOP Design & Implementation
- Competitive & Market Analysis
- Revenue Optimization & Cost Control
- Stakeholder Management
- Roadmap & Milestone Tracking
- Vendor & Partner Management
- Resource Allocation & Prioritization

Technical skill

- HTML - CSS
- SQL
- Magento 2 (Adobe Commerce Cloud)
- Jira
- AI tools
- Testing
- Google Analytics & Tag Manager
- Wireframing (Figma)
- UI/UX Awareness
- PRD/BRD Documentation

WORK EXPERIENCE

- Currently working with **Tyresnmore** as Assistant Manager - Technology from **Dec 2021 to till date**.
- I have worked with **Magicpin** as Support Associate from **March-2019 to Dec-2020**.

EDUCATIONAL SUMMARY & CERTIFICATIONS

- MBA from SVSU – Meerut (Pursuing)
- MCA from VSICS – Kanpur (2020 - 2022)
- BCA from VSICS – Kanpur (2016 - 2019)

- **Certifications –**

PSM-1 (Professional Scrum Master) from Scrum.org

Google Project Management by Coursera (Powered by Google)

KEY PROJECTS

Project 1: CRM Management (April 2025 – Present)

Role: Assistant Manager

Roles and Responsibilities:

- Own **end-to-end CRM strategy and operations**, driving system stability, scalability, and continuous enhancements aligned with business and revenue goals.
- Lead **Agile/Scrum delivery** including sprint planning, backlog prioritization, milestone tracking, and release management using **Jira**, ensuring on-time and high-quality execution.
- Drive **process optimization and automation initiatives**, improving operational efficiency and increasing team productivity by **40%** through SOP standardization and workflow automation.
- Act as the **primary stakeholder and business partner interface**, managing cross-functional alignment between Ops, leadership, vendors, and external partners.
- Manage and mentor a **remote cross-functional team of 3**, handling **resource allocation, prioritization, and performance management** to meet delivery SLAs.
- Own **CRM roadmap planning, risk assessment, and mitigation**, proactively addressing dependencies to prevent delivery delays and business impact.
- Leverage **SQL, Google Analytics, Tag Manager, AI tools, and UI/UX wireframing (Figma)** to support data-driven decision-making, PRD/BRD documentation, testing, and continuous CRM improvements.

Project 2: Marketplace Growth (August 2024 – Oct 2025)

Role: Assistant Manager

Roles and Responsibilities:

- Owned **marketplace growth as a product**, defining strategies for **Amazon and Flipkart** to drive GMV, conversion, and assortment expansion.
- Managed **catalog, listing optimization, and content strategy**, improving discoverability, CTR, and conversion through data-driven experimentation.
- Led **performance analysis and growth initiatives** using marketplace analytics, tracking GMV, conversion rate, ROAS, returns, and account health metrics.
- Planned and executed **promotions, deals, and visibility programs**, aligning marketplace levers with revenue and margin targets.
- Collaborated cross-functionally with Ops, supply chain, finance, and vendors to ensure **inventory readiness, SLA adherence, and smooth fulfillment**.
- Acted as the **single point of ownership** for marketplace stakeholders, ensuring fast issue resolution and operational stability.

Project 3: Website Management (April 2023 – March 2025)

Role: Assistant Manager

Roles and Responsibilities:

- Owned **end-to-end website product lifecycle**, defining roadmap, prioritizing backlog, and driving feature delivery aligned with business growth and customer experience goals.
- Served as the **primary product and stakeholder point of contact**, ensuring timely issue resolution, clear prioritization, and alignment across business, tech, and external partners.
- Led **Agile/Scrum execution** including sprint planning, milestone tracking, and release coordination using **Jira**, ensuring predictable and on-time delivery.
- Directed and scaled **remote cross-functional teams of 12+ professionals**, managing resource allocation and dependencies to deliver seamless digital solutions.
- Drove **UX-led website revamp** (wireframing, UI/UX collaboration, testing), resulting in a **60% increase in sales** through improved usability and conversion optimization.
- Conducted **risk assessment and mitigation planning**, proactively managing technical, delivery, and dependency risks to prevent project delays.
- Facilitated **cross-functional collaboration** between design, engineering, analytics, marketing, and vendors to ensure roadmap execution aligned with strategic business objectives.

Project 4: Business Intelligence & Insights (Dec 2021 – March 2023)

Role: **Business Intelligence Executive**

Roles and Responsibilities:

- Owned **market and user data analysis** to generate actionable insights that influenced product prioritization, operational strategy, and business decision-making.
- Built and maintained **performance dashboards and reports**, translating complex datasets into clear KPIs for leadership and cross-functional teams.
- Partnered with product, operations, and marketing teams to **identify optimization opportunities**, improving service delivery efficiency and customer experience.
- Analyzed **user behavior, funnel performance, and operational metrics** to support data-driven feature enhancements and process improvements.
- Supported **strategic initiatives and experiments** by defining success metrics, tracking outcomes, and sharing insight-led recommendations.
- Acted as a **data liaison across teams**, ensuring alignment between business objectives, execution priorities, and measurable outcomes.

Project 5: Customer Support & Service Insights (March 2019 – December 2020)

Role: **Support Associate**

Roles and Responsibilities:

- Delivered **multi-channel technical support** (email, chat, calls), resolving customer issues efficiently while maintaining high service quality and SLA adherence.
- Acted as the **voice of the customer**, capturing recurring issues, feature gaps, and usability feedback to support continuous product improvement.
- Partnered with product, engineering, and operations teams to **triage critical issues**, ensuring faster resolution and reduced repeat incidents.
- Performed **root-cause analysis** on support tickets to identify systemic problems and recommend long-term fixes.
- Improved **customer satisfaction and retention** through proactive follow-ups, clear communication, and ownership of issue resolution.
- Contributed to **process and knowledge base improvements**, helping standardize responses and reduce resolution time.

PERSONAL INFORMATION

- Father's Name: Late Madan Lal Gupta
- Mother's Name: Mrs Mithlesh Gupta
- Date of Birth: 28/01/1999
- Nationality: Indian