

Tejaswi Parimi | Product Manager

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SUMMARY

Customer-focused Product Manager with 5 years of professional experience. Proven ability to strategize, prioritize launch plans, lead sales team, streamline processes to maximize efficiency and a strong background in e-commerce and retail product management. Successfully launched 2 products using cross-collaboration skills.

SKILLS

Technical Skills: Google Analytics, Miro, balsamiq, Product Road mapping, Product Prototyping, MS Office, Agile Methodology, Stakeholder Management, Data Analysis, Sales Generation, Vendor Management

Soft Skills: Negotiation, Leadership, Communication, Problem-Solving, Strategic Thinking, Emotional Intelligence, Adaptability

EXPERIENCE

Category Manager (*Served in Associate Product Manager capacity during launch of 2 categories*) 06/2021 – 04/2022
Udaan.com | B2B E-commerce Bangalore, India

- Collaborated with senior management to conduct market research, create business strategy and GTM strategy for the launch of a new product, resulting in successful launch in 6 months
- Drove cross functional collaboration with UX and design teams to streamline the flow of product on mobile application
- Owned P&L for branded sub-category by defining shipping costs & take rates, meeting monthly targets 100% of the time
- Onboarded top national hardware brands and managed partnership with their vendors which contributed to 20% of the business revenue as a part of Customer Acquisition strategy

Business Developer 08/2020 – 06/2021
Udaan.com | B2B E-commerce Bangalore, India

- Scaled sales team from 25 to 120, which increased customer base from new markets and customer retention by 80%
- Trained 100-member sales team on customer issue resolution, cross selling & upselling to customers and warehouse partnership
- Controlled Return to Origin (RTO) from 14% to 8%, to reduce the fleet operational cost
- Established and launched a program to open credit lines for approximate 30% of the customer base, to double the average buyer spent (ABS) each month
- Built dashboards to monitor metrics (KPI's) and to assist the sales team in achieving their targets every month, ultimately hitting a 10M revenue within the first year of launch

Assistant System Engineer 03/2017 – 05/2018
Tata Consultancy Services | IT Services Hyderabad, India

- Conducted manual testing to ensure adherence to customer specifications and quality standards
- Developed a prototype of User Interface that enhanced user interaction and testing
- Completed Java, HTML, and CSS training in order to effectively collaborate cross-functionally on company projects

PROJECTS

Uber Clean | Product Manager 09/2022 – 03/2023

- As part of Product Management Capstone Project, defined user stories to understand customer insights and to identify the product opportunities, effectively creating a minimum viable product (MVP) to test the market and resulting in 60% customer acceptance rate
- Researched & analyzed product's market fit, identifying a \$7B market size
- Prioritized a product roadmap using Miro, aligning the market requirements & business strategy
- Developed and designed a business model to generate revenues

EDUCATION

Professional Certificate in Product Management 09/2022 – 03/2023
Northwestern, Kellogg School of Management Executive Education Remote, USA

Master of Business Administration (MBA) 06/2018 – 04/2020
Institute of Management Technology Delhi, India

Student Exchange Program, MBA 01/2019 – 03/2019
IESEG School of Management Lille, France

Bachelor's in Electrical, Electronics & Communication 06/2012 – 04/2016
Gandhi Institute of Technology Visakhapatnam, India