



Shakti Parmar

Product Operations Manager

Product Ideation, concept development, prototyping to testing, optimizing processes, networking with stakeholders and identifying opportunities to align processes with Technology by means of analytical thinking, observation spirit, communication and leadership.

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WORK EXPERIENCE

Manager- Product (OPS)

Info Edge India Ltd

2014 - Present,

Noida, UP

Achievements/Tasks

- Monitoring the market and developing competitive analyses.
- Defining the direction of the product through research, vision-setting, alignment, and prioritization
- Responsible for evaluating the efficiency of established processes via Data Analysis (MySQL)
- Developing Lean based improvement strategies and facilitating continuous advances
- Responsible for creating & updating process workflows and conduct efficiency audits (SOPs)
- Created Analytically enabled Dashboards & MIS for rigorous tracking by RMs
- Executed CUSTOMER EXPERIENCE (CX) ANALYTICS project across 4 verticals in 99acres
- Responsible for Data Quality & hygiene, SPAM control & Quality control on User generated content on 99acres
- Managed a team of 15 Quality Auditors for 99acres voice process

Product Tester

Just Dial Ltd, 2013 – 2014,

- Executing tests scenarios on software usability
- Preparing reports related to the software testing carried out and along with end user feedback
- Managed New product release for Just dial's two verticals- Doctor Appointment & Restaurant Booking

Team Lead (OPS)

Just Dial Ltd, 2010 – 2013,

- Responsible for Voice operation management & handled a span of 25 inbound associates
- Responsible for Performance Management of the Team

EDUCATION

Software Quality Testing (QTP)

CROMA CAMPUS, NOIDA

Post Graduate in Business Management

YMCA, DELHI

Bachelors in Commerce

Delhi University

Higher Secondary School Certificate (Com)

Army Public School

SKILLS

Product Listing/SKU

S.O.P

Prototype Testing

MySQL

Data Analysis

Market research

Performance Anlyst

GTM

Cross team Collaboration

Communication

Campaign Management

PERSONAL PROJECTS

- **99acres BOSS** - Secondary Broker Monetization Product – FY 2022-23
- **CRM TOOL** - 99acres Verification – Calling & Reporting Module
- **Live Data Crawler** for 99acres Owner Verified Listing
- **Owner Verified Listing Penetration**- 99acres – Improved to 32% (FY 2018-19)
- **CSI- Owner Assistance Product of 99acres**- Improved from 42% to 60%. (2017-18)
- **Spam Owner Identifications Algo** (2014-15)
- Acquired Owner posted properties Audit ((2014-15)

ACHIEVEMENTS

- R&R – LIVE Calling Owner CRAWLER for 99acres Owner Verified Listing (FY 2018-19)
- Process Excellence Award –Best Improvement Project Owner Verified Listing penetration- 99acres (FY 2018-19)
- Process Excellence Award for CSI- Owner assistance product (Facilitator) (2017-18)
- IDEATHON- Awarded Best idea for BUYER GUIDE on 99acres.com
- Awarded Best Team for three successive FY

PERSONAL

Address

Sector 39, Noida

Nationality

Indian

Marital Status

Unmarried

Strength

Observant & Self-Disciplined

Hobbies

Travelling & Networking

