

# Chitranshi Srivastava

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Driven Product Manager with 3+ years of experience in creating scalable platforms and data-centric products that enhance user engagement and drive business growth. Adept at leading cross-functional teams, solving complex technical challenges, and delivering innovative solutions aligned with strategic objectives. Proven expertise in platform development, data analysis, and product strategy.

## PROFESSIONAL EXPERIENCE

### Lokal

Bengaluru, India

Associate Product Manager  
(10 months)

May 2023 – Present (1 year, 10 months)

- **Developed and launched scalable CRM and lead-management platforms** used by 120+ sales agents, enhancing productivity and increasing job submission-to-listing conversion rates by 27%.
- **Led a cross-functional team** to implement machine learning models optimizing feed logic for advertisers, improving job applicant relevancy by 18%.
- **Built and scaled payment systems** integrated into web and Android apps, resulting in a 34% rise in monthly transactions and a 13% boost in new advertiser retention.
- **Architected fraud prevention tools**, including document verification and real-time anomaly detection, ensuring robust platform security.
- **Collaborated closely with engineering, design, and data science teams** to develop and roll out high-impact platform features, maintaining 98% uptime.

### Able Jobs

Bengaluru, India

Product Manager Intern

March - April 2023 (2 months)

- **Drove a 150% increase in engagement** by introducing quiz features like Quiz of the Day & Quiz Magazine.
- **Increased average CTR of push notifications on the Able Android app by about 3.5%** by A/B testing message copies, notification timing & cohorts.

### AcitivityBeds

New Delhi, India

Product Manager Intern

Dec 2022 – Feb 2023 (3 months)

- Improved user satisfaction by 20% by improving activity cards based on feedback from 100+ customers.
- Did competitive analysis & market research. Developed marketing content for events.

### Tunerlabs

Bengaluru, India

Full-stack Engineer

Dec 2021 – July 2022 (8 months)

- Built 2 major and more than 20 minor app & library features for the Sunbird Project & Government of India's 'Diksha' Android app along with the NGO Shikshalokam's team.
- Analysed platform accessibility, removed bugs & improved UI /UX by providing feedback to the design team.
- Leveraged full-stack development skills to collaborate with cross-functional teams, aligning engineering and product goals to enhance platform accessibility and improve UI/UX.

## COURSES & COMMUNITY EXPERIENCE

- NextLeap PM Fellowship Remote, Aug - Nov 2023 (4 months)
- Udacity - AI Programming in Python Nanodegree Remote, Feb - May 2024 (4 months)
- Udacity - Developing Android App with Kotlin Nanodegree Remote, Dec 2020 - August 2021 (9 months)

## EDUCATION - Indian Institute of Engineering Science and Technology, Shibpur

West Bengal, India

B.Tech in Mechanical Engineering (CGPA: 8.5 / 10)

2018 - 2022

## SKILLS

- **Skills** - Product Roadmapping, Strategy, GTM plans, Project Management, Data Analysis, UX/UI Design, User research, Agile methodologies (Scrum and Kanban), Product pricing, Stakeholder Management, A/B testing, Data privacy, Communication journeys (SMS, Push, Email), SaaS/Enterprise Product Experience, ML models
- **Tools** - JIRA, Confluence, Figma, Mixpanel, MoEngage, Google Analytics, Redash, BigQuery, Metabase, Google Sheets App Script, VBA, Firebase
- **Techstack** - SQL, Python, Artificial intelligence, Pytorch, Android, REST, JavaScript, MEAN-stack