

# Ashwin Mishra

Product Management | Data Analytics | Business Strategy

✉ ashwin33086@gmail.com | 📞 +91 9424777886 | 📍 Indore, India | 🔗 [linkedin.com/in/ashwin-mishra-b6b363256](https://www.linkedin.com/in/ashwin-mishra-b6b363256)

## Summary

Engineering undergraduate with hands-on experience in product strategy, data analytics, and B2B growth. Currently working on SQL-driven dashboards, CRM workflows, and data automation to improve acquisition and operational efficiency. Strong at translating business problems into data-backed, scalable solutions using low-code tools like n8n.

## Education

B.E. - Institute of Engineering and Technology, DAVV, Indore, May-2027 (expected)

Higher Secondary School - Government Excellence School, Ujjain, April-2022

## Experience

February 2025 – April 2025 **BeGig** - Remote

*Business Development / Product Strategy Intern*

- Built a CRM database in Google Sheets integrated with LinkedIn Sales Navigator, tracking 100+ leads and improving lead accuracy by 35%.
- Developed data dashboards using Google Sheets and SQL queries to monitor outreach conversion rates in real time.
- Spearheaded B2B outreach and lead generation, boosting client acquisition by 30% through targeted strategies.
- Conducted in-depth market research and competitor analysis, improving targeting efficiency by 40%.
- Led product growth initiatives to expand BeGig's presence in the global freelancing and gig economy.
- Used Slack for team collaboration and communication during projects.

March 2024 – August 2024 **AIIESEC in India** - Indore

*Marketing & Growth Intern*

- Executed 3 marketing campaigns across social networks, increasing engagement by 20% in 2 months.
- Coordinated with cross-functional teams to ensure timely execution of outreach strategies.
- Performed market research & analysis to identify trends and opportunities for campaign optimization.
- Managed outreach database in Google Sheets, ensuring accurate segmentation for follow-ups.

August 2022 – July 2023 **Global Waste Solution in association with Godrej Appliances** - Indore

*Program Management Intern*

- Visited 5+ villages to raise awareness of waste management using direct communication and printed materials.
- Collaborated with local leaders and organizations to implement practical and community-driven waste management strategies.
- Collected and analyzed data before and after the campaign, measuring the improvement in awareness by 40%.

## Projects & Case Studies

*Automated Resume Evaluation System | Product & Data Automation Project*

GitHub

- Designed and implemented an event-driven resume screening system using n8n and LLMs, automating the evaluation of candidate resumes against job descriptions.
- Built a scalable workflow that ingests resumes from Google Drive, extracts and validates text, and applies AI-based semantic evaluation to generate structured, explainable results.
- Implemented deterministic AI scoring and structured JSON outputs for reliable candidate evaluation.
- Enabled automated data persistence and analysis through Google Sheets integration.
- Engineered the system with modularity and extensibility, allowing future enhancements like ranking, duplicate detection, and analytics dashboards.

*FlowSight: Predictive Sprint Analytics & Decision Support (MVP)*

GitHub

- Owned the design of a predictive sprint analytics MVP to surface delivery risks early.
- Defined strict MVP scope using Jira as the active data source, with GitHub and Slack scoped for future expansion.
- Converted sprint execution data into risk signals such as velocity deviation and blocker impact.
- Built a decision-oriented dashboard enabling proactive sprint interventions.

*Digital Payment Transaction Analytics & Fraud Detection System for Fintechs*

- Developed an end-to-end transaction analytics system covering ER modeling, system architecture, ETL pipelines, and data warehousing.
- Modeled OLTP databases using SQL and optimized analytical workloads using a Fact-Dimension (Star Schema) design.

- Defined core KPIs including transaction success rate, failures, refunds, merchant performance, payment method usage, and issuer approval rates.
- Architected BI dashboards (Power BI / Tableau) to monitor revenue trends, fraud indicators, merchant insights, and system latency.
- Identified friction points across authorization, tokenization, and settlement flows to propose user journey improvements.
- Documented the complete payment ecosystem involving users, merchants, gateways, networks, issuer/acquirer banks, and settlement layers.

#### *Mood-Based Food Recommendation Feature (Product Case Study)*

- Scoped a mood-driven recommendation feature for food delivery platforms to enhance personalization.
- Conducted a survey with 50+ users; 82% preferred mood-based recommendations over standard suggestions.
- Identified and tracked key product metrics including CTR, conversion rate, repeat usage, and average order value.
- Designed UI wireframes and documented a structured product case study using Notion and Figma dashboards.

## Skills

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**Technical Skills:-** n8n Workflow Automation, Error Handling, SQL, Database Design, ER Diagram, Data Modelling, Star Schema, Tableau, Power BI, Jira, Figma, Excel, PowerPoint, Google Analytics, Google Workspace

**Soft Skills:-** Communication, Teamwork, Flexibility, Stakeholder Management, Leadership

**Project Management Skills:-** Agile, Scrum, Kanban, A/B Testing, OKRs, KPI Tracking, Product Roadmap Planning, Data Visualization

## Achievements

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**Top 100 India (66th Rank) Turing EdTech & IIT Delhi (2025) – AI Case Competition.** Recognized among India's top innovators for proposing an AI-driven product strategy integrating data insights, user behavior, and market scalability to solve real-world challenges.

**Events and Marketing Head, Ecell, Winner of Debate and Speech Competitions** - led a team of 15+ juniors, executed 5+ successful events and showcased strong communication, presentation, leadership, and decision-making skills.