SHASHWAT

A Product Manager in Ed-Tech Sector with 8.5 yrs. experience in leading B2B & B2C Client Acquisition, Engagement, Conversion Optimization, Growth & Business Development while Leading Cross-Functional Teams across Tech, Business, Content & Sales.

KEY SKILLS

Product Management
- Product Development
- Product & Feature Launch
- Product Road Mapping
- Product Demonstration
- User Stories Elaboration
- Product Vision & Strategy
- Designing & Prototyping

Sales Support
- Pre-Sales Support
- After Sales Support
- Sales Team Training
- Stakeholder Management
- Account Management
- Client Engagement
- Client Relationship
- Marketing Automation
- Data Visualization
- Data Analytics

Marketing & BD
- Business Development
- B2B & B2C Strategy
- Digital Marketing
- Product Demonstration
- Go-To-Market Strategy
- Marketing Data Analytics
- Business Seminars
- Marketing Insights

CERTIFICATIONS
- Lean 6 Sigma - Green Belt
- B-Plan Modelling
- IBM Data Analytics Pro
- Google BI
- Consultancy Fellowship
- Management Consultancy Certification of Excellence

TOOL SKILLS
- JIRA, MS Project
- Confluence, Slack, Trello
- Figma, Balsamiq
- Tableau & Power BI
- SQL, R, Python
- Advanced Excel

CONTACT

in

Shashwat's LinkedIn Profile

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bm36shashwat_s@mdi.ac.in
executiveplacements@mdi.ac.in

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+91-8788684086

WORK EXPERIENCE

Product Manager (Marketing & Growth)   [Mar'19 – Jun'22]
CL Educate Ltd. – Nagpur & Pune

Product Strategy & Leadership
- Launched 12 Products & 38 Features while Leading 7 Cross Functional Teams across 4 Locations securing **51% revenue growth (45% target)** over 3 years achieving **77% Customer Retention Rate** (CRR)
- Led Market/Competitor Research & trend analysis to develop and communicate product marketing & sales strategy **leading to 21% uptick in cross-sell, 15% increase in upsell and a 32% rise in profitability**
- Increased **Net Promoter Score (NPS) from 47 to 58** and the **Customer Satisfaction Score (CSAT) from 60 to 78** through after-sales support and objection handling, resolving user queries promptly
- **Secured 174 New College and 85 New School Clients** through delivering targeted training workshops & seminars followed by relation-building with prospective clients to pitch and convert target customers
- Orchestrated product launch events with media coverage in 10 major outlets, boosting brand visibility by 60%, **generating 35% increase in website traffic & a 25% rise in post-event sales inquiries**

Process Improvement & Stakeholder Management
- Developed and implemented plans to close learning capability gaps in line with business requirements, resulting in a **30% improvement in team performance and a 15% increase in quarterly sales**
- **Enhanced product adoption by Schools and Students by 40% & Subscription Conversion by 33%** by incorporating user feedback for product improvement working with content, design and product teams

Data-Driven Decision Making
- Implemented advanced analytics to monitor series-wise sales and optimized strategy for equal growth throughout product range achieving 30% increase in market penetration for underperforming products
- Analyzed learning objectives and **designed sales solutions**, increasing sales team effectiveness by 25% through **targeted training sessions** aligned with specific business requirements and market demands
- Analyzed purchase patterns to refined product recommendations and redesigned loyalty program, leading to a **35% increase in customer lifetime value (CLTV)** to maintain a high yield per customer

Senior Faculty Member (Content Resource Expert)   [Mar'16 – Feb'19]
Triumphant Institute of Management Education - Nagpur

- Conducted workshops on subject-specific and generic topics for over 200 educators, enhancing teaching techniques and increasing student engagement metrics by 30% across 50 schools & colleges
- Spearheaded content development for content delivery platform, producing 150+ modules that increased student engagement by 40% and improved learning outcomes by 25%

Faculty Member   [May'13 – Feb'16]
Career Launcher - Nagpur

- Coordinated with the Marketing and Sales teams to facilitate and deliver marketing activities in schools, resulting in a 40% increase in student enrollment and a 60% increase in brand recognition
- Identified critical market needs and partnered with subject matter specialists to develop tailored solutions, expanding business network by 30% and driving a 25% increase in client acquisition rates

ACHIEVEMENTS & PROJECTS
- Awarded "Management Consultancy- Certificate of Excellence" by BTribe for being in top percentile
- Executed a 2-month live project for B-Tribe Pvt. Ltd., conducting Go-To-Market (GTM) and Business Diversification studies, to create strategies for a 170% market growth and 38% increase in revenue

EXTRA CURRICULAR ACTIVITIES
- Achieved 45% improvement in Placement Performance as Executive Placement Committee Member
- Triumphed Elocution and Debate Contests at Yash, a National Level College Fest in 2013, outshining over 100 participants from 48 colleges, demonstrating exceptional oratory and argumentative skills

EDUCATION

Post Graduate Diploma in Management (Marketing & IT)   [Aug'23 – Present]
Management Development Institute, Gurgaon

Bachelor of Technology (Electronics and Telecommunication Engineering) [Aug'09 – May'13]
G.H.Raisoni College of Engineering, Nagpur, Maharashtra