

Shubham

Former PM Intern @ Samsung R&D | Former SDE @ Publicis Sapient | OPJEMS Scholarship Nominee | U-16 State Athlete

WORK EXPERIENCE			(34 MONTHS)
Publicis Sapient	Associate Software Development Engineer 2		Jul'20-May'23
Responsibilities & Impact	<ul style="list-style-type: none">Led 9-member team to spearhead 20+ e-commerce website launches worth \$2Mn+ for a Fortune 500 clientCrafted 10+ features used by 12 brands across 6 countries Increased customer conversion rate by 18%Achieved 15% return rate reduction for 5 lakh+ active users by integrating Augmented Reality featureImproved user retention by 10% for 2 luxury brands through implementation of three-tier loyalty featureConducted 80+ client demos driving alignment on deliverables Liaised with 3 intl. teams for task prioritisationRedesigned the user journey for checkout process by reducing steps to order 7% growth in order volume		
Initiatives	<ul style="list-style-type: none">Conceptualized system improvements via root cause analysis Achieved a 15% reduction in website latencySpearheaded cross-team collaboration to automate testing 30% improvement in workflow efficiencyAttained 95% reduction in manhours by automating credit card ingestion to streamline payment processMentored 8 employees and reduced onboarding time by 10% via 10+ sessions and creation of 5 modules		
Achievements	<ul style="list-style-type: none">Earned 4 awards among 550 peers for contract extension with cosmetics MnC 8% increase in client revenueRecognised by the Managing Partner for redesigning SOPs for team of 20 Enhanced team efficiency by 25%Won award Partnering for Client Impact Reduced website launch time by 20% via redesigning architecture		
ACADEMIC QUALIFICATIONS			
Degree / Examination		Institution	Year
PGDM		S.P. Jain Institute of Management & Research, Mumbai	2025
B.Tech. Computer and Communication		Manipal Institute of Technology, Manipal	2020
ACADEMIC ACHIEVEMENTS			
OPJEMS Nominee, SPJIMR	Top 12/346 candidates in the Admissions Merit List Nominated for OPJEMS 2023 Scholarship		2023
Common Admission Test	Among top 1 %ile out of over 2.22 lakh students in CAT 2022 with 99.42 %ile in Quantitative Ability		2022
INTERNSHIP			
Samsung R&D Bangalore		Product Management Intern	Aug'24 – Oct'24
Responsibilities & Impact	<ul style="list-style-type: none">Performed Voice Assistant and Language AI industry analysis Recommended 3 growth opportunitiesEvaluated Bixby, Siri and Gemini on 9 parameters via social media analysis Identified 17 pain pointsConducted 130+ respondents survey and 14 interviews Uncovered 20+ insights on consumer needsPrioritised use cases and crafted 3 solutions to enhance usability & interaction for Bixby & Galaxy AI		
InsideIIM & InsideKampus		Product Associate	Jun'23 – Mar'24
Responsibilities & Impact	<ul style="list-style-type: none">Partnered with the Associate VP to model a GenAI platform with 10+ features for career development20% increase in user engagement Collaborated with 4 business verticals to redesign Test Series platform		
Rabbit Invest		Product Intern	Jul'23 – Oct'23
Responsibilities & Impact	<ul style="list-style-type: none">Founder's team of FinTech startup Analysed 5+ competitors for benchmarking and market positioningAuthored PRD with roadmap and MVP Created pitch decks & business plans to secure investor funding		
POSITIONS OF RESPONSIBILITY			
Co-Founder, NGO, BBF	Secured 2 lakhs funding with the co-founders Launched 4 initiatives in education and agriculture		Present
Member, BEPCOM, SPJIMR	Handled task management for team of 12 12/346 selected to inform 400+ students on business events		2024
Event Head, Tech Fest, Manipal	Headed the event Fuel RC racing with 6k+ impressions , in the largest technical fest in Karnataka		2018
PROJECTS			
Marketing. Live Project	Analysed Health-Tech industry to conceptualise Go-To-Market strategy and multi-channel marketing campaign		
Design Thinking	Created empathy maps , customer journey maps and wireframes for an app to democratise legal service access		
Digital Product Management	Conceptualised Practo for Pets through market research Prototyped 6-feature MVP with GTM strategy		
EXTRA-CURRICULAR ACHIEVEMENTS			
Sports, National & State Level	Selected for U-16 Basketball Nationals Participated in 4 State-Level U-16 athletics events in Andhra Pradesh		
National Third, Dabur Verve 2.0	Rank 3/4500+ teams Crafted strategy for Dabur's expansion into devotional products & energy drinks market		
Certifications	Microsoft Certified: Azure Developer Associate Salesforce Certified B2C Commerce Developer		