Avinash Singh

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Professional Experience

Associate Product Manager, *Mahindra*   01/2023 – present | Bangalore, India

- Developed and implemented a vendor management platform that strategically selects dealers and listing platforms like CarTrade and CarDekho, **reducing lead generation costs by 50%** and enhancing **operational efficiency**.
- Integrated CarDekho and CarTrade platform for listing inventory, outperforming Facebook and Google ads by generating **50% more cost-effective leads**.
- Consolidated the process of adding inventory to the sales journey within a single OMS app, resulting in a **70% reduction in the time** sales executives spend on marking sales, while also making it more convenient.
- Achieved **30% higher conversion rate** by simplifying customer detail sharing, enhancing sales performance.
- Acted as the primary point of contact for training and inquiries on new releases in the Outlet Management System (OMS), leading to a **80% improvement in adoption rate**.
- Effectively managed stakeholders, streamlined processes, and created a web portal for the support team, resulting in **1000 hours per year of time savings** and reduced developer effort.

Product Manager, *Smartivity*   07/2022 – 12/2022 | Delhi, India

- Led a team of six members, collaborating with marketing, sales, customer success, and external agencies to **drive successful product launches**.
- Identified major touchpoints for incoming website traffic, using tools like Google Analytics and Clarity. Reduced friction points, resulting in a significant **64% increase in the CVR** (Conversion Rate).
- Strategized extended pricing and retention plans, contributing to an impressive **83% improvement in orders**.
- Designed successful A/B experiments on UI/UX, resulting in a substantial **47% increase in browse-to-ATC** (Add to Cart) events.
- Researched and integrated Trust badges following brand guidelines, ensuring a secure checkout experience. This effort led to a remarkable **30% increase in the Cart to Purchase rate**.
- Enhanced website speed by reducing loss points, leading to a remarkable **50% increase in performance and traffic**.
- Drove product launches including working with the **public relations team**, customer support executives, product designers, and other product management team members.

Chief Executive Officer, *Veeery*   04/2019 – 07/2022 | Bangalore, India

- Used customer-centric design, **involving over 600 hours of engagement with visually impaired individuals**, to develop an educational platform that ensures a seamless learning experience for the visually impaired.
- Created and led a team of 12 individuals, **successfully adding over 1000 accessible content pieces to the platform**. Accumulated more than 7200 hours of consumable content to date.
- Simplified the business model by transitioning into a royalty-free structure, **resulting in a remarkable 90% reduction in costs**. This change ensures sustainability and viability.
- Established a network through **strategic partnerships with schools and NGOs**, effectively spreading awareness about the product's benefits.
- Achieved initial revenue within 9 months of conceptualization, **positively impacting over 5000 visually impaired individuals** through the platform.

Education

Bachelor of Computer Application, *Lucknow University*   06/2015 – 06/2018 | Lucknow, India

Skills

PowerBI | SQL | HTML | CSS | AWS | Git | Salesforce | Shopify | Google Analytics | Google Ads | Google Optimize | Facebook Ads | MS Clarity | Google Tag Manager | Miro | Figma | Canva | MS Office | VS Code | Jira | ChatGPT | Bard

Certificates

Certified Product Manager ↗ | Email Marketing Certified ↗ | Inbound Certified ↗ | Social Media Certified ↗

Digital Marketing Certified ↗ | SEO Certified ↗