

Avinash Singh

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Professional Experience

Associate Product Manager, Mahindra

01/2023 – present | Bangalore, India

- Acted as the primary point of contact for training and inquiries on new releases in the OMS, improving internal communication and adoption.
- Gathered requirements from the business team and implemented valuable features that improved efficiency and streamlined processes.
- Created a web portal for the support team, saving time and reducing developer efforts by approximately 1000 hours.
- Integrated Salesforce and developed a comprehensive app for dealers, simplifying the buying and selling journey and enhancing customer satisfaction and sales performance.
- Integrated Cardekho platform for inventory listing, surpassing Facebook and Google ads in generating cost-effective leads.
- Expanded affiliate network through effective vendor management, boosting profitability and optimizing lead generation for Cardekho and other sub web portals.

Product Manager, Smartivity

07/2022 – 12/2022 | Delhi, India

- Identified major touchpoints for incoming traffic on the website and reduced friction points causing an exponential increase of **64%** in the **CVR**. Major Tools used - Google Analytics and Clarity amongst others.
- Strategized extended pricing and retention plans leading up to an **83%** improvement in **orders**.
- Designed an eye for successful A/B experiments on UI/UX that helped in increasing **browse to ATC events by 47%**.
- Researched, Recognized, and Added Trust badges in sync with brand guidelines maintaining secure checkout which returned a **30% boost on Cart to Purchase rate**.
- Drove product launches including working with the public relations team, customer support executives, product designers, and other product management team members.
- Lead a team of six members, while liaising with marketing, sales, customer success, and external agencies.
- Improved website speed by reducing loss points thus increasing **performance and traffic by 50%**.

Chief Executive Officer, Veeery

04/2019 – 07/2022 | Bangalore, India

- Used customer-centric design (**600+** hours of sitting with visually impaired people) to create an educational platform to provide a seamless learning experience to the visually impaired.
- Created and led a **team of 12** individuals and successfully added more than **1000** accessible content on the platform. We have built more than **7200 hours** of consumable content on the platform.
- Converted into a royalty-free business leading to a **90%** cut in the cost, thus making the business model simple and easy to sustain and survive.
- Created a network by partnering with schools and NGOs to spread awareness about the product.
- Took idea to initial revenue in **9 months**, the platform has impacted **5000+** visually impaired.

Education

Bachelor of Computer Application, Lucknow University

06/2015 – 06/2018 | Lucknow, India

Skills

Proficient In



Shopify, Python, JavaScript, HTML/CSS, PHP, MySQL, VS Code, AWS, Git, GitHub, Salesforce

Proficient With



Google Optimize, Google Analytics, Google Ads, Google Tag Manager, FB Ads, MS Clarity, Canva, MS Office, Miro, Jira, Trello

Certificates

- Certified Product Manager
- Email Marketing Certified
- Inbound Certified
- Social Media Certified
- Digital Marketing Certified
- SEO Certified