

Avinash Singh

✉ pm.avinashsingh@gmail.com ☎ 8960894086 📁 Portfolio in Profile

Professional Experience

Product Manager, *Smartivity*

07/2022 – present | 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, *Veery*

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.

Chief Executive Officer, *Dharnika Foundation*

09/2020 – 12/2021 | Varanasi, India

- Founded Dharnika to make this world a place where the term '**Disability**' **does not exist**, a place of inclusive education and earning opportunities.
- Developed an e-commerce portal (Allow US) to sell products made by people with disabilities across India, which achieved a **2.5% CVR**.
- We partnered with local NGOs, held **10+ events** in 3 villages for small businesses in food processing, and impacted 150 women and the physically challenged.

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.

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 [🔗](#)